

# Air Conditioning & Refrigeration News

The Newspaper of the Industry

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## IN THIS ISSUE

### If Dealers Were Engineers

What are the 1941 household electric refrigerators going to be like? Sorry, but we can't give you any hints just yet. But on page 18 you'll find what a group of salesmen think they ought to be like—and some of their suggestions aren't so far off the mark.

### Making Politics Pay

You don't have to be a supporter of either Willkie or F.D.R. to take part in—and cash in on—the kind of a "political campaign" that was staged recently by Knoxville, Tenn. appliance salesmen. How the local power board cashed in on election year interest is told in detail and with pictures on page 4.

### This Week—'How NOT To Do It'

The editorial department of the NEWS digs far and wide and deep to bring to its readers stories of "how to do it"—taken from actual experiences in the field. This week we are pleased to present "how NOT to do it"—a tale of a sales organization's disillusionment with trailer selling. Page 9.

### In a Big Way—Out West

'Way out in Reno, Nevada is one of the most high-powered distributorships we've heard tell of. The firm handles both electrical appliances and air conditioning, and it has just opened up a new showroom with an air conditioning system that is a demonstration laboratory for prospects. Story and pictures, page 6.

### Cool House, Pool In Yard

Speaking of air conditioning, a Detroit engineer who decided that he wanted a pool in his yard designed a system that would use only water. The story on page 15 tells how he did it.

### 'Fillerup' and 'Sign Here'

Gas-and-oil service stations have been tried out as appliance dealers, with indifferent success. Maybe the trouble is that they didn't go at it hard enough, the way Bill Penney, Chattanooga auto service station operator, did. He does a \$17,000-a-year business in appliances, as recorded on page 2.

### The 'Cold' Dope

The series on servicing of counter-type ice cream freezers gets into actual figuring this week, with data given for getting general estimates on the refrigeration requirements of such equipment. Page 16.

### A Jobber That's Doing It

Plenty of standard sales promotion stunts can be used to advantage by the refrigeration parts and supplies jobber. The NEWS has published several articles indicating how display and promotion ideas can be used to advantage by the jobber. In this issue we're happy to report how a Pittsburgh jobber makes such ideas and methods work. Page 9.

### Training Replacements

When star members of a college football team graduate, the coaches generally have promising substitutes ready to step into their places. And when big league baseball stars grow old, rookies are brought up from the farms. But when appliance dealers pass out of the picture, or are proselyted by competitors, who will take their places? Read the editorial on page 12.

### To Find It Quickly—

The following is a quick index to the various departments:

- Commercial Refrigeration ..... 3
- What's Doing With Dealers ..... 5
- Air Conditioning ..... 7
- Personalities ..... 8
- Who's Who Where ..... 13
- Locker Storage News ..... 14
- What's New ..... 17

## Meilinger, Shawber & Fisher Advanced At Westinghouse



GEORGE H. MEILINGER



S. G. FISHER

MANSFIELD, Ohio—Appointment of George H. Meilinger as sales development manager of household refrigeration has been announced by T. J. Newcomb, manager of the newly created household refrigeration and laundry equipment department of Westinghouse merchandising division.

Mr. Meilinger, former refrigeration supervisor in Chicago, will be responsible for development of household refrigerator sales under the new set-up. He succeeds H. M. Butzloff, whose resignation was reported in last week's NEWS.

In other departmental changes, L. L. Shawber, manager of the laundry equipment department until it was combined with the household refrigeration department, will become laundry equipment product supervisor, and S. G. Fisher, formerly in the dishwasher sales department, will become sales development manager on laundry equipment. The appointments are effective immediately.

## June Cooling Mark Broken In Chicago

CHICAGO—Sales of both central-plant air conditioning systems and room coolers last month broke all previous high records for June, according to figures released by Commonwealth Edison Co.

Contracts were made for 79 central-plant installations with an aggregate capacity of 1,718 hp., compared with 55 systems totaling 601 hp. reported for the same month in 1939. This represents an increase of 44% in number of plants and 186% in combined capacity.

A total of 304 room coolers was sold last month, as against 235 in (Concluded on Page 19, Column 3)

## Locker Storage Industry Moves To Aid Defense

### Survey Is Planned To Determine Extent of Food Storage Plants

OMAHA, Neb.—The refrigerated locker storage industry is preparing to do its part in the U. S. government's national defense program by making available to the National Defense Council an inventory of the food storage facilities available in various parts of the country for use in case of emergency.

As part of a program advocated by Roger Sprague of Baker Ice Machine Co. steps have been taken for a survey of present food storage facilities in the United States. In addition to locker plants, this survey also would cover cold storage public warehouses, meat packing plants, butter and egg storage warehouses, the canning industry, and the frozen foods industry.

Mr. Sprague's opinions as to the defense value of locker storage plants were the subject of an editorial in the July 24 issue of the NEWS.

After the tabulation of storage facilities has been completed, according to present plans, a report of the survey and information on individual plants will be sent to the National Defense Council, along with an REA "county map" on which both present (Concluded on Page 14, Column 1)

## Rema Admits Four New Members and Names Committees

CHICAGO—Four new members have just been admitted to the Refrigeration Equipment Manufacturers Association. They are White-Rodgers Electric Co., St. Louis; The Weatherhead Co., Cleveland; The Gates Rubber Co., Denver; and Portable Elevator Mfg. Co., Bloomington, Ill.

According to E. A. Vallee, vice president, Automatic Products Co. and president of Rema, a monthly bulletin will be sent to members to establish closer contacts between the Rema members and the Rema headquarters and officers. In addition to reports of association activities, said Mr. Vallee, it is planned to include items of common interest on matters such as legislation, legal (Concluded on Page 19, Column 3)

## Eshelman & McGhee Win \$1,000 Awards

MANSFIELD, Ohio—Harold Eshelman of St. Joseph, Mo. and C. J. McGhee of Massillon, Ohio have been announced as winners of the two \$1,000 cash prizes in the sales audition contest conducted by the merchandising division of Westinghouse Electric & Mfg. Co.

The two men were adjudged (Concluded on Page 20, Column 2)

## Crosley Takes a Holiday



Crosley employees from the Cincinnati and Richmond plants held their annual outing July 29 at Coney Island, Cincinnati amusement park. Here R. C. Cosgrove, vice president and general manager of the manufacturing division, greets visitors to the Crosley products display.



Time out from the day's activities is taken by Lewis M. Crosley (right), executive vice president; Guy Flaig (left), manager of Crosley Distributing Corp., Cincinnati; and Harold R. Latimer, radio production division. At extreme left is Andrew Luhan, supervisor of machine tools.

## June Sales Set New Record of 339,000 Units

50,000 Above 1937 Mark;  
6-Month Shipments  
1,922,000 Units

DETROIT—Exceeding by more than 50,000 units the highest previous record for the month, world shipments of household electric refrigerators during June totaled 339,000 units, to bring the total for the first six months of this year to 1,922,000 units, according to estimates by AIR CONDITIONING & REFRIGERATION NEWS.

June was the fourth successive month in which estimated world shipments of household refrigerators were above the 300,000-unit mark, and marked the longest period in the industry's history in which such a volume has been maintained. The previous record June was in 1937, when estimated shipments totaled 286,000 units.

For the first six months, world household refrigerator shipments are approximately 93,000 higher than in the same period of 1937, when the industry's all-time record of 2,559,000 units was established. A month-by-month comparison of shipments during the first half of that year and 1940 shows the following:

	1937	1940
January .....	182,000	239,000
February .....	259,000	290,000
March .....	380,000	307,000
April .....	363,000	348,000
May .....	359,000	399,000
June .....	286,000	339,000
<b>Total .....</b>	<b>1,829,000</b>	<b>1,922,000</b>

World shipments by 14 manufacturers reporting to the Refrigeration Division of National Electrical Manufacturers Association totaled 322,136 units during June, as compared with 268,154 in the same month of last year and 266,229 in June, 1937. (Concluded on Page 20, Column 2)

## EARNINGS

### Stewart-Warner Corp.

CHICAGO—Stewart-Warner Corp. and subsidiaries, for the first six months of 1940, reported a surplus net profit of \$677,245, after provision of \$262,201 for federal and Canadian income taxes, an increase of \$476,984 over the corresponding period for 1939, at which time net profit of \$200,261 was reported.

Earnings for the first six months of 1940 of 54 cents per share on 1,243,063 shares of common stock (Concluded on Page 20, Column 1)

### Fedders Mfg. Co.

BUFFALO—Fedders Mfg. Co. reported net profit of \$200,705 for the six months ended June 30, equal to 86 cents a share, compared with \$216,887, or approximately 90 cents a share, in the corresponding 1939 period.

### Carrier Corp.

SYRACUSE, N. Y.—Semi-annual report of Carrier Corp. reveals net income, for the six months ended June 30 of \$278,698.45, equivalent to 71 cents each on the 390,808 shares of common stock outstanding. The comparable figure for the first half of 1939 was \$147,642.41, or 38 cents per share.

Completed sales for the first six months of 1940 were 7.1% less than those of the corresponding 1939 period. Unfilled orders totaled (Concluded on Page 20, Column 1)



## For a Demonstration That Will Be Felt By the Prospect



ST. LOUIS—A profitable market for G-E air circulators has been developed by Harry Schallom, sales manager of the Hampton Electric & Appliance Co., among St. Louis homeowners who feel they cannot afford to buy room coolers because of their higher cost.

Before starting his air circulator campaign, Mr. Schallom asked James & Co., G-E distributor, for a complete list of the unsold room cooler prospects in his territory. This gave him a bank of about 500 names to start on—and they weren't cold leads, either.

Dividing this list up into units of 15, his average for daily calls, Mr. Schallom covered the territory during early May, playing up the air circulator as a less expensive means of obtaining summer cooling for the home.

His toughest sales problem was to convince prospects that the air circulator wouldn't create a miniature cyclone in the home—that, instead, it would merely furnish a gentle current of air throughout the house. To meet this problem as it arose, he carried a demonstrator unit around in his car, fitted with rubber coaster wheels which allowed it to be rolled right into the prospect's

living room for a demonstration.

Telephoning the prospect, Mr. Schallom would explain that he was prepared to demonstrate a low-cost means of keeping the home cool and comfortable in summer, and the curiosity aroused in this manner led to a comparatively high percentage of appointments. Once the circulator was inside the customer's home, sales possibilities were greatly increased, and Mr. Schallom made more than 60 sales in this market, a "left-over" from the room cooler sales field.

### Refrigerators Help Fill Terrace Vacant 10 Years

WICHITA FALLS, Tex.—Installation of modern refrigeration equipment is an important part of the "come-back" efforts of the Buchanan Terrace apartments here, which recently were completely modernized after having been vacant for 10 years.

Modernization plans were the work of new owners, who took over the building after it had been condemned as a public nuisance. Kitchens in each of 18 living units have been equipped with Frigidaire units.

## 6,000 Motorists Look In Mr. Penney's Windows Each Month

### Service Station Discovers Displays Open Way To Sale of Appliances

CHATTANOOGA, Tenn.—Against a background of automobile tires and motor oil Bill Penney has managed to create an effective display of electric refrigerators and other appliances, and to the tune of purring gasoline pumps, squealing brakes, and honking horns he has succeeded in building up a \$17,000-a-year appliance business among his gas-and-oil patrons.

Some 6,000 automobiles stop at the Penney station each month. Working on the theory that big retailers maintain mass displays of merchandise in show windows facing the most heavily trafficked sidewalks, Mr. Penney some time ago began to realize that he was really missing a bet by not capitalizing on the traffic to which his station's windows were exposed.

Hence the line of refrigerators, washing machines, water heaters, ranges, and other appliances. And hence the better than \$17,000 appliance sales volume last year.

But this year Mr. Penney is diving into the appliance merchandising business deeper than ever. He already has added four outside salesmen to his payroll and has set his goal at a \$75,000 volume for 1940.

Not content with display alone as a sales medium, Mr. Penney is spending an average of \$75 a month for a 125-word "flash" news broadcast over radio station WAPO every morning of the week and three times on Sunday. Mr. Penney himself writes out a rough draft of each day's broadcast, and then passes it on to the studio's staff for any necessary revision.

This type of advertising, Mr. Penney has found, is easy to prepare, yet compares favorably in cost with newspaper advertising and other mediums of publicity. Results are gratifying, inasmuch as the broadcasts not infrequently result in direct sales.

Service work on all appliances sold is handled by a local shop which specializes in this type of work.

### Refrigeration Costs For Apartment Houses Given

BRIDGEPORT, Conn.—To meet the needs of refrigerator salesmen covering the specialized apartment house field, the General Electric appliance and merchandise department has issued a new booklet (302-54) designed to stress the factors making for low maintenance cost and long service in this class of business.

The booklet cites specific maintenance costs and service records.



Customers in Bill Penney's super service station in Chattanooga can hardly help but be attracted to the mass display of appliances that he keeps in the window. There isn't much else for them to look at while the "fillerup" process is going on.



Inside the station, too, Mr. Penney has spotted displays of appliances, whose gleaming white finishes stand out in the dull background of automobile tires and accessories.

### Baltimore Distributors' Statements Indicate Average Refrigerator Price Is Near \$150 Mark

BALTIMORE — Greatly increased sales and an average unit price well above the "special" class were reported for the first six months of this year by distributor representatives of Westinghouse, General Electric, and Crosley here.

A 40% increase in sales of Westinghouse refrigerators over the first half of 1939 is reported by J. T. Ridgeway, district manager of the Baltimore branch of Westinghouse Electric Supply Co.

Early heavy demand was for the \$114.75 "special" 6-foot model, Mr. Ridgeway said, but sales emphasis later shifted to the \$139.95 model, with the result that most of the half-year sales have been in that price bracket. Despite the volume of this business, however, the dis-

trict manager said that average sales price for the period was about \$159.

Sales of General Electric refrigerators during the period were virtually double those of the same months of 1939, the Baltimore branch of G-E Supply Co. reported.

From an early brisk demand for the \$114.75 model, sales later shifted to the \$134 model, it was reported, and the demand on this latter unit has far exceeded the supply.

Crosley sales volume during the half-year was more than double that of last year, reported C. H. Buchwald, president of Lincoln Sales Corp., Crosley distributor.

Higher-priced models have predominated in half-year sales, he reported, with average price for the period being about \$147.50.

The pipe sockets of STREAMLINE Wrought Copper Fittings are machined, thus maintaining very close capillary tolerance. They are of ample length and well within the strength limits for soldered areas as determined by the National Bureau of Standards. They provide adequate support for the pipe lines.

The shoulders or pipe stops are positive and at right angles to the fitting. This feature acts as a stop in preventing the liquefied solder from getting into the pipe lines.

STREAMLINE Wrought Copper Tees and Elbows are protected with heavy paper board caps which eliminates all dirt or foreign particles from entering in stocking, handling, or shipping. The caps also afford protection against the solder cup becoming distorted and out-of-round.

Send for illustrated Price List.  
MUELLER BRASS CO.  
PORT HURON, MICHIGAN

STRENGTH  
WHERE IT IS  
NEEDED

Note internal construction of STREAMLINE TEE—Extra strength provided where it is needed—No sharp corners to create turbulence and restrict flow.



STREAMLINE Wrought Copper FITTINGS

Tests that assure the dependable, trouble-free performance of  
**CURTIS**  
Condensing Units

### Selective Fitting of Pistons to Cylinders!

The cylinders in CURTIS compressors are gauged with a Swedish Cylinder Gauge. The pistons are similarly gauged with a Sheffield Visual Gauge, pistons and cylinders being matched within tolerances of .0001 (one ten-thousandth) of an inch.

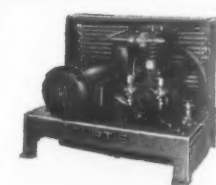
Such segregation and subsequent matching of piston to cylinder assures the most accurate fit. The result is better compression, quieter operation, less wear, and longer life for these important parts of the unit.

Selective fitting of pistons to cylinders is only one of many tests and operations that are characteristic of Curtis precision manufacturing methods. All contribute to the long life, high efficiency and exceptionally trouble-free performance of every Curtis Condensing Unit.

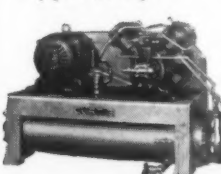
**CURTIS REFRIGERATING MACHINE COMPANY**  
Division of Curtis Manufacturing Co.  
Established 1854

1912 Kienlen Ave.

St. Louis, Missouri



48 Air Cooled Units—  
45 Water Cooled Units  
—1/6 to 30 h.p.





## Quick-Frozen Flowers May Come Next

MOBILE, Ala.—Flowers as well as foodstuffs may someday be commercially quick-frozen and preserved indefinitely in cold storage plants if the experiments being conducted by A. A. Richards, manager of the cold storage unit of the Alabama State Docks here, should prove successful.

Mr. Richards, in a recent talk before the Mobile Rotary Club, reported on his experiments in freezing flowers and thus keeping them in a dormant state until exposed to normal temperatures.

He displayed bunches of gladioli which he said had been stored in this way, and pointed out that these flowers appeared exactly as they had when picked from the field, with the buds just beginning to burst. A similar experiment, he stated, was being carried on with peonies, and as far as could be determined was proving successful.

In discussing the practical commercial possibilities inherent in his experiments, Mr. Richards pointed out that if the system could be successfully developed, particularly gladioli which grow abundantly near Mobile, could be stored for several months after being picked, and then be placed on the market when they would bring the best price.

## 481 Cooling Jobs Sold In N. Y. For Six Months

NEW YORK CITY—Four hundred and eighty-one installations of air conditioning equipment were reported by distributors and dealers in the New York metropolitan area during the first six months of this year, according to statistics compiled by Consolidated Edison Co.

Included in the half-year total were 465 self-contained units, of which 320 were of 1½-hp. capacity or smaller, and 145 of 2-hp. size or larger. Aggregate capacity of all installations for the period was 11,401.12 hp., with self-contained units accounting for 945.69 hp. of this total.

Restaurants and private offices led the commercial applications list for the six months, with 92 of the former and 90 of the latter being reported. Retail stores accounted for another sizable part of the total, with 65 installations.

Following is a classification of six months' installations by types:

Residential .....	46
Banks .....	3
Barber & Beauty Shops .....	5
Clubs .....	3
Funeral Parlors .....	4
Hospitals .....	2
Hotel Public Rooms .....	4
Hotel Guest Rooms .....	5
Office Buildings .....	5
Offices, Doctors .....	16
Offices, Miscellaneous .....	90
Public Building .....	1
Restaurants .....	92
Showrooms .....	22
Stores, Department .....	8
Stores, Retail .....	65
Theaters .....	14
Miscellaneous Commercial .....	67
World's Fair Exhibits .....	1
Brewery .....	1
Candy Manufacturing .....	5
Fur Storage .....	8
Instrument Manufacturing .....	1
Laboratories .....	2
Meat Packing .....	1
Photo Processing .....	1
Warehouses .....	4
Industrial Miscellaneous .....	2
<b>Total .....</b>	<b>481</b>

## Profiteering on Radio Tax Is Investigated

WASHINGTON, D. C.—Reports that radio dealers in some instances have been charging a tax in excess of the 10% increase voted by Congress in the new revenue act of July 1 are being investigated by internal revenue collectors.

Complaints of over-charges have been reported only in the case of radio and liquor sales, and investigation was ordered to determine if the complaints indicated evidences of profiteering under the new defense taxes. The super-tax rate on radios and mechanical refrigerators is now 5½%, compared with the former rate of 5%.

Penalty for this type of violation of the revenue code is a fine of \$1,000 or a year in jail, or both.

## New Refrigeration Use In 'Chicken Parts' Shop

DALLAS, Tex.—One of the new 10-foot Hussmann counter display cases, furnished with ½-hp. unit, has been installed by Nash-Belch, Hussmann distributor in Dallas, in Chickens Select, Inc., a chicken parts specialty shop.

## Kenneth Way Dies

SAN ANTONIO, Tex.—Kenneth W. Way, representative of Alco Valve Co. and Marlo Coil Co. in the southwestern territory, died here July 24 after a prolonged illness.

Formerly in the contracting business in Texas, Mr. Way also had previously represented Alco Valve in the Detroit and Ohio territory. He was a brother of Leo Way of Way Engineering Co., Houston refrigeration and air conditioning contractor. He is survived by his widow and a daughter.

## ASHVE Fall Meeting Goes To Houston

HOUSTON, Tex.—The South Texas chapter of American Society of Heating & Ventilating Engineers will be host at the society's 1940 fall meeting, to be held at the Rice hotel here Oct. 14-15. Six technical papers will be presented at the two-day meeting, the first ever held in Texas.

Arrangements for the meeting will be in charge of C. A. McKinney, chairman; J. V. O. Weaver, vice chairman; J. A. Walsh, publicity; W. R. Etie, transportation; I. A. Naman, tours; A. M. Chase, Jr., banquet; D. S. Cooper, registration; A. B. Bankowsky, entertainment; R. F. Taylor, finance; A. F. Barnes, ladies; and G. D. Maves, sports.

## New Westinghouse Dealer

CHATHAM, Va.—Whitehead & Co. is now handling Westinghouse appliances here.

## 'Sterilamp' Claimed To Control Cheese Odor In Display Case

COLORADO SPRINGS, Colo.—A seemingly satisfactory solution to the problem of odor and mold in cheese storage has been reached by Old English Dairy Co. here through use of a Westinghouse "Sterilamp."

The Old English dairy store, one of this city's largest, displays a large stock of cheese in a slanting-front sub-zero refrigerated case which is also used for storage and display of frozen foods and ice cream.

Despite the low temperatures maintained in order to preserve the frosted foods, considerable difficulty has been encountered with the cheese in regard to both odor and mold.

This difficulty was largely overcome by installation of a Sterilamp in the storage compartment of the display case, the store owners say. Odor has practically been eliminated and mold can now be perfectly controlled, the company claims.

## James & Co. Sets Up Special Parts Display

ST. LOUIS—A "classified parts display" is one of the features of the enlarged commercial refrigeration service shop of James & Co., General Electric distributor, which has been practically doubled in size to meet a rapid expansion of business during the past month.

The parts display includes every part used in G-E commercial refrigeration systems, and is designed for convenience in explaining their use to prospects and dealers. James & Co. is planning an ambitious "know your refrigeration" program for all commercial dealers in the St. Louis area.

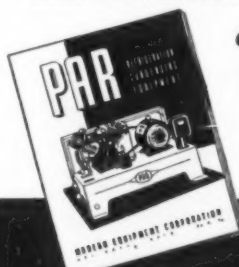
The service shop, besides being increased in size, also has been equipped with fluorescent lighting to give "daylight" working conditions, and with new equipment throughout. Several service men for both shop and outside work have been added.



**EVERY PAR UNIT TESTED UNDER ACTUAL OPERATING CONDITIONS!**

★ ★ A PAR UNIT FOR EVERY JOB ★ ★  
SEE YOUR JOBBER

**ALABAMA**  
BIRMINGHAM—REFRIGERATION SUPPLIES DISTRIBUTOR  
MONTGOMERY—TEAGUE HARDWARE CO.  
**ARIZONA**  
PHOENIX—J. CARL WHITE CO.  
**CALIFORNIA**  
FRESNO—ARBELL REFRIGERATION SUPPLIES  
LONG BEACH—REFRIGERATION SUPPLIES DISTRIBUTORS  
LOS ANGELES—FRANK GILLET COMPANY  
LOS ANGELES—REFRIGERATION SUPPLIES DISTRIBUTORS  
OAKLAND—CALIFORNIA REFRIGERATOR CO.  
SAN DIEGO—REFRIGERATION SUPPLIES DISTRIBUTORS  
SAN FRANCISCO—CALIFORNIA REFRIGERATOR COMPANY  
**COLORADO**  
DENVER—MC COMBS REFRIGERATION SUPPLY CO.  
**DISTRICT OF COLUMBIA**  
WASHINGTON—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
**FLORIDA**  
JACKSONVILLE—BOWEN REFRIGERATION SUPPLIES, INC.  
TAMPA—BOWEN REFRIGERATION SUPPLIES, INC.  
WEST PALM BEACH—MOTOR PARTS & EQUIPMENT COMPANY, INC.  
**GEORGIA**  
ATLANTA—BOWEN REFRIGERATION SUPPLIES, INC.  
MACON—LOWE ELECTRIC CO.



Catalog of Complete Line Sent on Request

**ILLINOIS**  
CHICAGO—H. W. BLYTHE COMPANY  
CHICAGO—AUTOMATIC HEATING & COOLING SUPPLY COMPANY  
**INDIANA**  
INDIANAPOLIS—F. H. LANGSENKAMP CO.  
SOUTH BEND—F. H. LANGSENKAMP CO.  
**IOWA**  
CEDAR RAPIDS—DENNIS REFRIGERATION SUPPLY  
DAYTON—REPUBLIC ELECTRIC COMPANY  
DES MOINES—DENNIS REFRIGERATION SUPPLY  
SIoux CITY—DENNIS REFRIGERATION SUPPLY  
WATERLOO—WINTERBOTTOM SUPPLY CO.  
**KANSAS**  
WICHITA—HOWARD SUPPLY COMPANY  
**KENTUCKY**  
LEXINGTON—UNITED SERVICE CO., INC.  
LOUISVILLE—S. W. H. SUPPLY CO., INC.  
**MARYLAND**  
BALTIMORE—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
**MASSACHUSETTS**  
BOSTON—MELCHIOR, ARMSTRONG, DESSAU CO.  
SPRINGFIELD—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
**MICHIGAN**  
FLINT—LIFSEY DISTRIBUTING COMPANY  
GRAND RAPIDS—S. F. HARRIS & SON  
**MINNESOTA**  
MINNEAPOLIS—REFRIGERATION & INDUSTRIAL SUPPLY CO., INC.  
**MISSOURI**  
KANSAS CITY—FORSLUND PUMP & MACHINERY COMPANY  
ST. LOUIS—BRASS & COPPER SALES COMPANY  
**NEBRASKA**  
LINCOLN—WICKHAM SUPPLY COMPANY  
OMAHA—INTERSTATE MACHINERY & SUPPLY CO.

**NEW JERSEY**  
NEWARK—MELCHIOR, ARMSTRONG, DESSAU CO.  
RIDGEFIELD—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
**NEW YORK**  
ALBANY—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
BROOKLYN—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
BRONX—MELCHIOR, ARMSTRONG, DESSAU CO.  
BUFFALO—MELCHIOR, ARMSTRONG, DESSAU CO.  
ROCHESTER—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
NEW YORK CITY—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
**NORTH CAROLINA**  
CHARLOTTE—HENRY V. DICK & COMPANY  
GREENSBORO—HASCO, INC.  
RALEIGH—HENRY V. DICK & CO.  
**OHIO**  
AKRON—PERCY G. HANSEN  
CINCINNATI—THE MERKEL BROTHERS CO.  
CLEVELAND—DEBES & COMPANY  
COLUMBUS—REFRIGERATION ELECTRIC SUPPLY COMPANY  
DAYTON—THE W. H. KIEFABER COMPANY  
HAMILTON—W. H. KIEFABER CO.  
TOLEDO—HEAT & POWER ENGINEERING CO.  
**OKLAHOMA**  
OKLAHOMA CITY—MIDKEE SUPPLY COMPANY  
TULSA—MACHINE TOOL & SUPPLY CO.  
**OREGON**  
PORTLAND—REFRIGERATIVE SUPPLY, INC.  
**PENNSYLVANIA**  
HARRISBURG—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
PHILADELPHIA—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
PITTSBURGH—MELCHIOR, ARMSTRONG, DESSAU COMPANY  
**EXPORT DEPARTMENT**  
MELCHIOR, ARMSTRONG, DESSAU COMPANY, RIDGEFIELD, N. J.

**SOUTH CAROLINA**  
COLUMBIA—HENRY V. DICK & CO.  
**TENNESSEE**  
CHATTANOOGA—PEGLAR MACHINERY CO.  
KNOXVILLE—HENRY V. DICK & CO.  
MEMPHIS—UNITED REFRIGERATION SUPPLY CO.  
NASHVILLE—ELECTRA DISTRIBUTING COMPANY  
**TEXAS**  
CORPUS CHRISTI—HOLSWORTH EQUIPMENT CO.  
DALLAS—THE ELECTROMOTIVE CORPORATION  
FORT WORTH—MC KINLEY REFRIGERATION SUPPLY COMPANY, INC.  
HOUSTON—D. C. LINGO COMPANY  
LUBBOCK—R. R. PARTS AND SUPPLIES COMPANY  
WICHITA FALLS—UNITED ELECTRIC SERVICE CO.  
**VIRGINIA**  
NORFOLK—NOLAN COMPANY, INC.  
RICHMOND—A. R. TILLER, INC.  
**WASHINGTON**  
SEATTLE—REFRIGERATIVE SUPPLY, INC.  
SPOKANE—REFRIGERATION PARTS SUPPLY CO.  
**WEST VIRGINIA**  
CHARLESTON—AIR CONDITIONING & REFRIGERATION SUPPLIES, INC.  
**WISCONSIN**  
APPLETON—REFRIGERATION SPECIALTY CO.  
MILWAUKEE—REFRIGERATION SPECIALTY CO.  
**CANADA**  
MONTREAL, QUEBEC—RAILWAY & ENGINEERING SPECIALTIES, LTD.  
TORONTO, ONTARIO—RAILWAY & ENGINEERING SPECIALTIES, LTD.  
WINNIPEG, MANITOBA—RAILWAY & ENGINEERING SPECIALTIES, LTD.  
VANCOUVER, BRITISH COLUMBIA—FLECK BROS., LTD.

MODERN EQUIPMENT CORPORATION - DEFIANCE, OHIO



# Appliance Salesmen Turn 'Politicians' In Knoxville's Whirlwind Campaign



BANNERS AND PLACARDS, "must items" in any political campaign, were not lacking in Knoxville's battle for better equipped kitchens. "Platform" promises were flaunted in this manner.

## Newspaper Advertising Pulls Repeat Business Best

COLORADO SPRINGS, Colo.—Consistent newspaper advertising is even more valuable in holding the business of old customers than it is in developing the trade of new ones, believes Simon Halle, head of Halle's Majestic Electric Co. here.

A consistent advertiser, but one who believes in getting the most for his money, Mr. Halle has made a careful check of results of practically every type of advertising he has ever used.

"We've found that newspaper advertising, generally speaking," Mr. Halle says, "does not attract new customers unless it contains a definite price appeal."

"Old customers, however, are more apt to notice the advertisement regardless of its type, to be reminded of their past relations with the company, and to be led to renew their contacts with the firm by making additional purchases of appliances."

## Sales Mean 'Votes' For Office Seekers Of Rival Parties

KNOXVILLE, Tenn.—In a whirlwind two weeks' "political" battle rivaling the conventions of the country's two major parties in excitement and "stumping" for sales, Knoxville appliance salesmen lined up 44,100 "votes" for well being electrically, in the form of 278 major appliances—including 160 refrigerators, 88 ranges, 29 water heaters, and one attic ventilating fan.

Salesmen were divided into two "parties" for the campaign—the "Kool Kitchen Knights," headed by J. H. (Moon) Mullins of Knoxville Power Board as campaign manager, and with "kitchen comfort" as its main campaign plank, and the "Economizers," stressing "balanced home budgets" and with Charles P. Tombras of the Power Board as campaign manager.

Whole contest was built along the lines of a political campaign, with platforms, speeches, rallies, and all the trimmings. Each salesman wore his "party's" campaign button throughout the drive.

For the sake of carrying out the campaign idea, different features were stressed by the rival parties,



REMINISCENT of old time political rallies was this "bandwagon" which blared through Knoxville streets as the city's appliance salesmen contested for "political" and sales honors.

but both promised "a clean, economical administration in each kitchen" in accordance with the following "platform":

Labor—Shorter working hours, better working conditions in every kitchen.

Unemployment—Plenty of it for homemakers while electricity does the work.

Public Health—More healthfully cooked foods; hot water for cleanliness.

Budget—Balanced at once with Cheap Electricity; no more waste. Taxation—Repeal of unnecessary tax on homemaker's time, energy, disposition.

Social Security—More time for bridge, sports, etc.; no numbers.

Agriculture—Aid to farmers in appliances; "plow under" surplus work.

Currency—Inflation of dollar spent for electricity. More for the money.

Banking—"No bank holiday," savings to depositor daily.

Tariff—Reduction of duties on all housewives.

Defense—Army of K.W.H. to protect food, health, youth, and disposition.

Relief—From drudgery, cooking failures, hot-water drouth, and dirt.

### 'ANYBODY FOR PRESIDENT'

According to the rules of the simulated political campaign, any one could become a candidate for the office of "President of the United States of Well Being Electrically," or Vice President, or Senator, and so on, his "election" depending upon the votes he received for his successful salesmanship.

In order to have at least one member of the sales force from each dealer share in the honors, one Senator and one Congressman were "elected" from each district (dealer), sales votes determining the winners.

Votes for each sale were awarded as follows:

Appliances	Votes
Refrigerator .....	100
Range .....	200
Water Heater .....	200
Attic Fan or Room Cooler .....	200
Refrigerator & Range Combination .....	400
Range & Water Heater Combination .....	600
Refrigerator, Range & Water Heater Combination .....	800

A tabulation of votes at the end of the campaign showed that Mr. Mullins had led his "Kool Kitchen Knights" to a well-earned victory over the rival "Economizers," the margin being 27,250 to 16,850, bringing the total balloting during the drive to 44,100.

### CARR GETS MOST 'VOTES'

Charles Carr (Woodruff's) was elected "President of the U. S. of Well Being Electrically," with 6,500 votes. He was the only one who succeeded in selling the refrigerator, range, and water heater combination, to boost his record by 800 votes. President Carr received a \$50 "appropriation" as a token of this honor.

Three candidates, R. L. Kelly (Knox Dry Goods), T. W. Barton (Sterchi's), and Joe Nelson (Fowlers), all were eligible for the "vice presidency" with 2,300 votes apiece. Lots were drawn, and Mr. Kelly won the title of "Vice President" and \$25 besides. The two others were awarded Senatorships, Mr. Barton receiving \$15 from Sterchi's and \$10 from the Power Board, and Mr.

Nelson receiving \$10 from Fowler's and \$10 from the Power Board.

Eighteen "Senators" and "Representatives" shared in \$150 offered as prizes for this special group. Two of the highest winners in this class were women, Miss Virginia Coder of Knoxville Home Servants, and Miss Donna Montez of S. H. George & Sons.

"Cabinet Members," appointed from the winning party, shared in a drawing for \$25.

At a final banquet at the S. & W. Cafeteria, members of the winning party were served thick, juicy steaks, while the losers had to be content with hamburgers and coffee.

### ALL-OVER GAINS

Made in unseasonable weather—it was cool and rainy during most of the two weeks of the campaign—the 278 major appliance sales recorded in the drive were an increase over the same period of last year of 16% in refrigerators, 38% in ranges, and 12% in water heaters.

Helping to relieve the hard work of the drive were "campaign songs," posters, and banners, paralleling those of regular political campaigns. Typical of some of the more amusing ones, with sales suggestions behind them, were these:

"Follow the poles to the rural voter, and he will follow you to the polls."

"Get into politics—there's money in it."

"Do your duty, vote often."

"Don't neglect the old stand-bys, the city voters. To win this election you must get out in public and be well known. In other words, you have to do a lot of house-to-house work. So get busy ward-heeling, and see the people. They don't know you are running unless you tell them."

### 'HAM & EGGS' AGAIN

"The Ham & Egg Plan—Tell them how good they are, cooked electrically. Point out advantages so attractively they can 'taste them.' No candidate was ever elected until he made his platform so attractive that the people wanted it. No appliance was ever sold until there was an intense desire for its advantages."

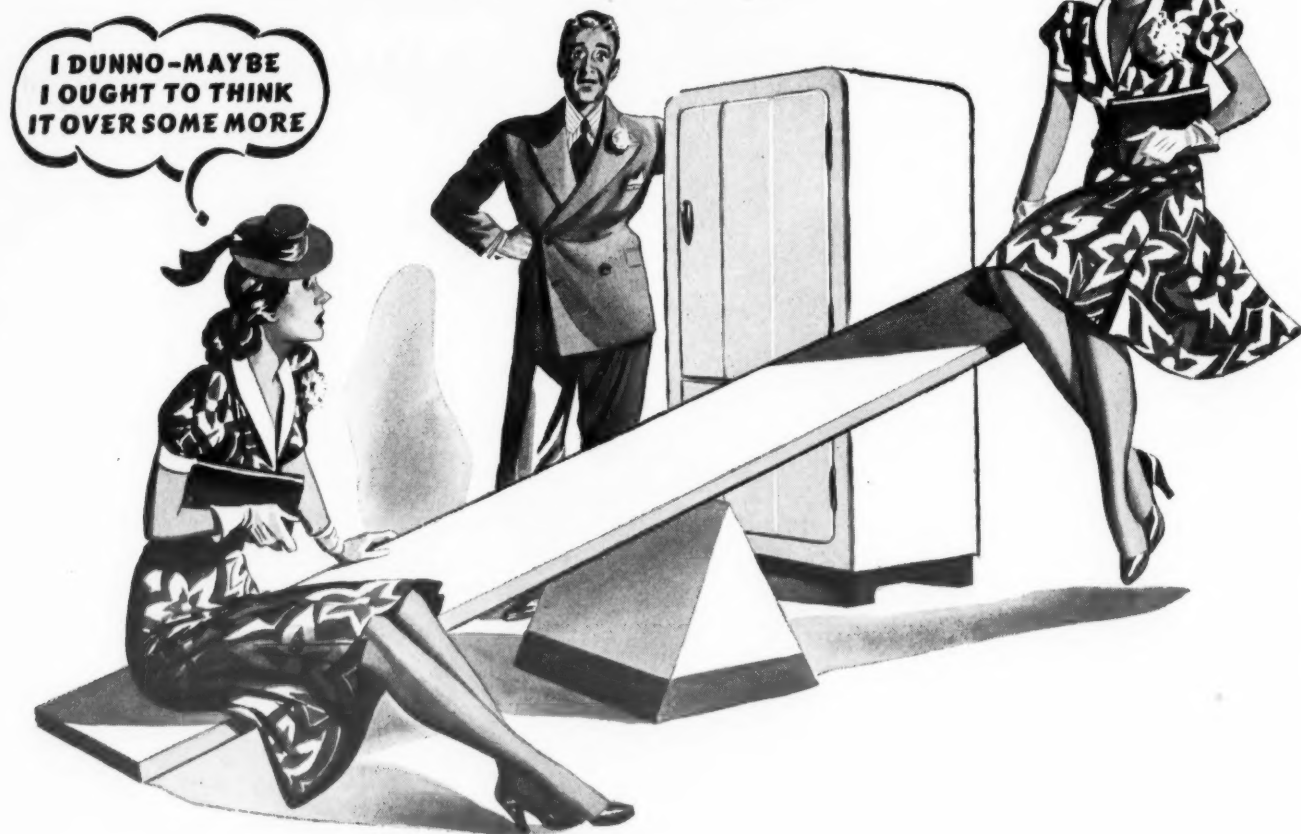
On the bottom of the official "Party Roster," was the question: "Who will be elected president?" Answer was covered by a flap, which, when raised, revealed the statement: "The one who gets the most votes. This information can't be from the Literary Digest Poll—it's right."

During the contest, the Knoxville Power Board hired a negro band to play "campaign tunes" while riding on a truck on which were displayed various electrical appliances, with appropriate banners and posters to provide a "political" atmosphere.

To whet pre-campaign interest, an entire section of the Sunday News-Sentinel on the day preceding the opening of the drive was devoted to electrical appliances, with advertisements by individual dealers and the Power Board and illustrated stories of how Knoxville housewives were using the various labor-saving devices in their homes.

Clyde Carpenter, sales manager of the Power Board, was in charge of the campaign, aided by the Major Appliance Bureau, composed of local appliance dealers.

IF YOUR PROSPECT STARTS TO  
**SEE-SAW...**  
tell her about **DULUX!**



YOU know the type—either from other salesmen, or by bitter experience... and how often this kind of prospect walks out saying, "Thanks for your time. I'll think it over."

While we're not claiming a DULUX finish is an advantage that will make every prospect start clamoring for your fountain pen and the dotted line as soon as you say, "The finish is DULUX"... we do know that DULUX is one of the finest sales-clinchers ever offered to refrigerator salesmen. For it's the finish women want.

DULUX has everything... gleaming whiteness that enhances any woman's kitchen. It is resistant to chipping, cracking, yellowing... which means continued beauty. And DULUX is easy to clean... which rings the bell with every woman who takes care of her own home.

Small wonder that so many salesmen make it a point to mention DULUX early and often in every sales talk! They've found it helps sell refrigerators faster. E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington, Delaware.

Visit Du Pont "Wonder World of Chemistry"... N. Y. World's Fair and Atlantic City Boardwalk



**DULUX**

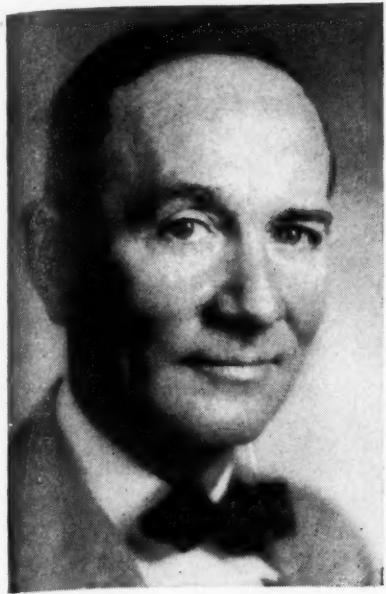
THE MODERN FINISH FOR MODERN LIVING...It saves work





## WHAT'S DOING WITH DEALERS

## Moves Up



MATT WILLIAMS

## Matt Williams Heads Cincinnati Dealers

CINCINNATI—Matt Williams of Crosley Distributing Corp., vice president of the trustees of the Cincinnati Electric Association, has become president of that organization, following the recent death of Frank Colville of Westinghouse, who was president.

The Cincinnati Electric Association is said to have the largest membership of any organization of its kind in the country. The Cincinnati district leads the country in per capita use of electric refrigerators, with more than 85% saturation.

## 2,489 Ranges, Heaters Sold In Alabama Drive

BIRMINGHAM, Ala.—A 60-day "In The Bag" sales campaign recently sponsored by Electrical Appliance Dealers Association of Alabama topped its quota of 2,000 ranges and water heaters when dealers returned sales of 2,489 units.

Prize money amounting to \$1,000 provided the spark for the campaign, which was open to all dealers and salesmen on the lines of Alabama Power Co. The state was split into six sections, and all but two exceeded their quotas.

All mailing pieces for the campaign were in the form of paper bags, pep messages and contest details being spaced throughout the drive. Finally, prizes and commission checks were sent "in the bag."

Appliance distributors cooperating in the campaign were: Alabama Appliance Co., Watts-Newsome Co., Frigidaire Corp., Graybar Electric Co., Matthews Electric Supply Co., R. P. McDavid Co., Birmingham Electric Battery Co., Steel City Appliance Co., Stewart-Warner Distributing Corp., and Nash-Kelvinator Corp.

## William H. Blount Dies; Dealer in Medina, N. Y.

MEDINA, N. Y.—William H. Blount, operator of Blount Electric Co., died suddenly June 30 at his home here. He was 50 years old.

## Dayton League's Outing Set For Aug. 21

DAYTON, Ohio—Second annual outing of the Gas & Electric League of Dayton is scheduled for Aug. 21 at Walnut Grove Country Club. Features of this event will be a golf tournament, a fried chicken dinner, and card games.

## Service Station Appointed Frigidaire Dealership

AMELIA, Va.—Wilkerson's Service Station has been appointed dealer here for General Electric appliances.

## MKB Awards \$400 For Best Ads on Water Heating

NEW YORK CITY—Northern States Power Co., Minneapolis, has been awarded first honors in a national contest sponsored by Modern Kitchen Bureau for the best series of newspaper advertisements on electric water heating. The cash prize of \$250 accompanying the award goes to T. H. Kettle, the company's advertising manager.

Winner of second award was Indianapolis Power & Light Co., with John G. Longsdorf, advertising manager, taking second prize money of \$100. Third prize went to the Municipal Power & Light Plant, Richmond, Ind. Fentress Tucker received the \$50 check which accompanied the award.

The Northern States Power Co. advertising emphasized the convenience and help that electric water heating brings to the home. The series ran during February and March in Minneapolis newspapers.

The Indianapolis advertisements were illustrated with pictures of babies, each of whom had his own idea as to the importance of hot water in the home.

The Richmond series stressed use, pointing out the number of times the head of the house would need hot water for shaving in the years to come, or the number of times the housewife would need it the rest of her life for washing dishes or clothes.

## Hangs Up .670 Mark In Selling 'League'

FINDLAY, Ohio—Lynn Lyon, Frigidaire dealer here, sold 67 household refrigerators during June of this year, out of a total of 100 sales by all dealers reported to the local power company. Mr. Lyon believes that .670 is a pretty good batting average in a highly competitive game.

The organization has recently taken on the line of Delco-Heat winter air conditioning equipment, in addition to the Frigidaire franchise.

## J. R. Jaquet New President Of Nebraska Association

GRAND ISLAND, Neb.—J. R. Jaquet, of McCook, was elected president of the Nebraska Electric Association at the annual meeting held here. Formerly a vice president, he succeeds W. M. Bird, of Scottsbluff. John E. Curtiss, Lincoln, was elected vice president. I. D. Pettegrew, Lincoln director, acted as secretary for the meeting.

## Kelvinator's Texas Men Map Summer Plans

DALLAS, Tex.—Approximately 150 Kelvinator dealers and salesmen from Dallas and Fort Worth met recently at the Adolphus hotel with regional and Detroit company officials for discussion of summer sales plans. In attendance at the meeting were H. L. Schmultz, Dallas zone manager, Lee Stratton, Southwestern district manager, W. C. Malone, assistant advertising manager of Kelvinator, and Miles Ditmer, sales promotion manager of the Dallas division.

## Alabama Philco Dealers See '41 Radio Models

BIRMINGHAM, Ala.—The 1941 lines of Philco radios and phonographs were introduced to approximately 400 dealers and salesmen here recently by Watts-Newsome Co., Philco distributor.

Following a dinner at the Highland Park country club, the new models were presented by Harry B. Brown and James Skinner, Jr. of Philco.

## Heat Wave Enlisted As Promotion Aid

SUPERIOR, Wis.—Local refrigerator dealers featured a cooperative newspaper promotion July 22, during the season's longest sustained heat wave, which included a special three-page newspaper section.

Participating in the hot weather promotion were the Superior Water, Light & Power Co., Lurye Furniture Co., Roth Bros. Co., East End Hardware Co., Benson Electric Co., F. S. Kelly Furniture Co., Ross Electric Co., Holden Tire & Battery Service, and May's.

## New Headquarters for Frigidaire in Dallas

DALLAS, Tex.—New Dallas headquarters of Frigidaire Corp. will occupy part of a three-story addition to the Koon-McNatt building now under construction.

## East Meets Midwest



General Electric's Institute at Bridgeport, Conn., is something of a crossroads, even on a hot day in July. Caught here on no particular mission, but just "looking," are (left to right) R. Cooper Jr., G-E distributor in Chicago; Katharine Fisher, director of Good Housekeeping Institute; and Ida Bailey Allen, lecturer, writer, and cook-book author.



## THE INLAND TILT OUT ICE TRAY

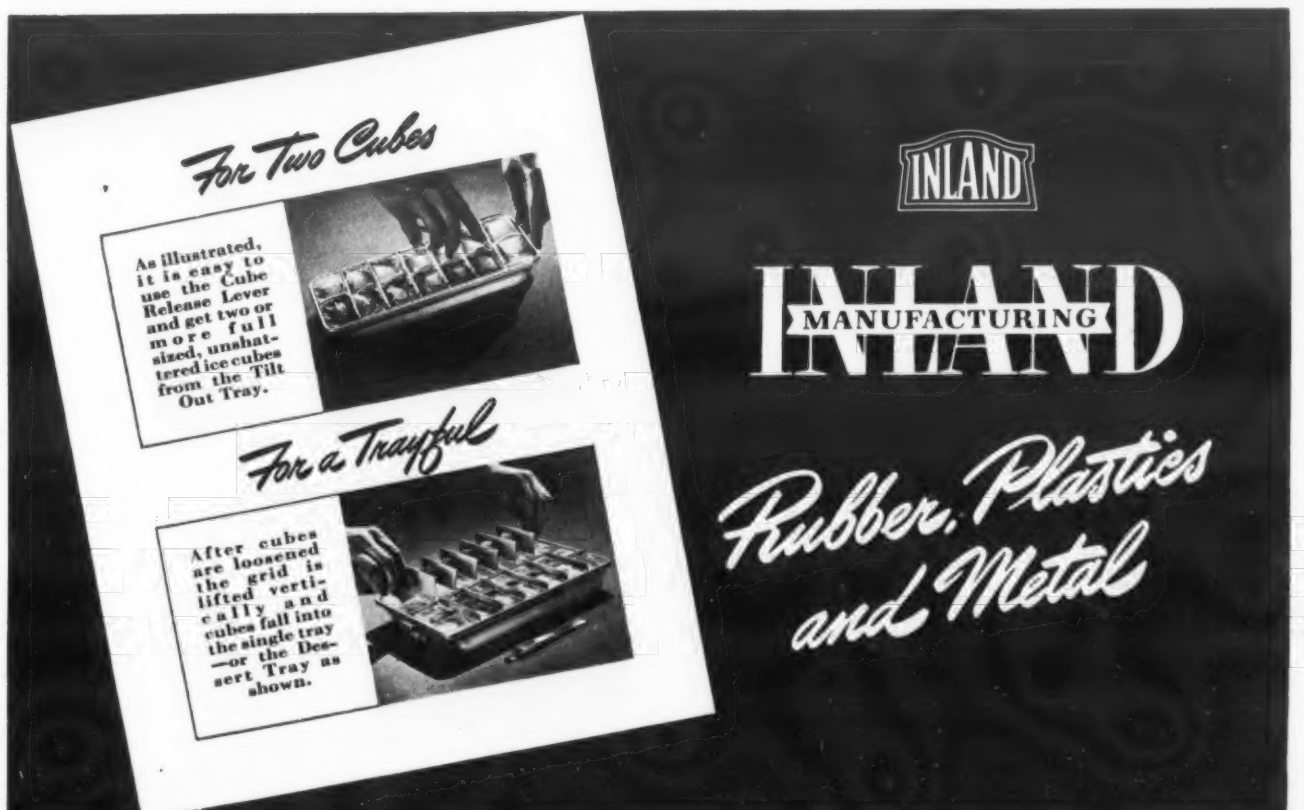
Here's a brand-new slant on a moderately priced ice tray for refrigerator manufacturers, jobbers and dealers. It's the new Inland Magic Finish Tilt Out Tray which combines fast freezing with a quick release of full sized ice cubes in units of two at a time or a trayful.

A slight downward pull on the tray lifter releases the tray from the evaporator. Then quickly and easily, the handy Cube Release Lever is used as illustrated below to give two cubes or a trayful from either the single Tilt Out Tray or double duty Dessert Tray. No fuss! No bother! No shattered ice cubes.

One important feature of the Tilt Out Tray is that it is easily operated by a can opener, screwdriver, or any of the many tools available in the pantry. The Cube Release Lever is convenient but not necessary to its operation.

This new Inland Magic Finish Tilt Out Tray is first choice as low cost original factory equipment by leading makers as well as for replacement sales by dealers. For details, prices and discounts, write to

INLAND MANUFACTURING DIVISION  
GENERAL MOTORS CORPORATION  
DAYTON, OHIO CLARK, NEW JERSEY





## Model Air Conditioning System In Dealer's Store Draws Prospects and Clinches Sales

Nothing Spared To Make Saviers & Son Store a Model Demonstration Laboratory For Prospects

RENO, Nev.—Air conditioning and major appliances should be sold from an air conditioned showroom, believe executives of Saviers & Son, Inc., Westinghouse distributor here—and so the company's merchandising plan is built around a modern building, equipped with an up-to-the-minute air conditioning system.

Recently some 7,000 people attended the formal opening of the new store, representing a large percentage of the city's population of 18,000. According to Claude E. Saviers, vice president and general manager, these visitors were "sold" on air conditioning by their visit to the air cooled store.

The new air conditioned home of the distributorship is the showroom, the demonstration laboratory, and the sales clincher—not only for retail customers, but for the 65 Nevada and 20 California dealers for whom Saviers does all the engineering as well as much of the sheet metal work and equipment installations.

Because expansion was necessitated by the growth of the firm's heating and air conditioning department, which had grown to be the largest end of the business, it was decided that the store's system should be a model one, incorporating all the latest features of modern air conditioning.

### A DISTRIBUTOR GROWS

Started 32 years ago as a paint business by H. E. Saviers, present president of the corporation, the firm first broke into the electrical appliance field after the war when the son, Claude E. Saviers, who had been a transport radio operator, joined the business.

From a meager start in the radio field, Claude Saviers, now vice president and general manager, became interested in refrigeration and is largely responsible for building up the firm's heating and air conditioning business to its present point.

In 1925 the Saviers stocked their first electric refrigerators and in

1928 shipped the first carload of electric refrigerators into Nevada. The firm also brought the first Westinghouse appliances into Reno and are now distributors for Nevada and part of California and Oregon for all lines, including heating and air conditioning. The organization is also western states' distributor for Lennox furnaces.

Since the opening of the new store this summer the city has become air conditioned minded. Never, with the single exception of 1938, have there been so many new installations, and never have there been so many new jobs in the office.

Saviers' installations are already double the volume of last year, and with the big jobs now being let the ratio promises to increase with the coming months.

### CUTS 'SALES RESISTANCE'

Not only has the heating and air conditioning system interested hotel, store, and night club proprietors, but it has helped sell packaged goods to professional men and home owners. Moreover, the cool comfortable atmosphere of the premises during recent hot weather has definitely lessened sales resistance on domestic refrigerators and home units.

Direct evidence that Saviers' own system is actually selling jobs is furnished by the fact that clients ask for installations exactly similar. Already several comparable jobs with reductions and modifications have been "copied" from the store system.

One such job is the Palace Club, where a Westinghouse 25-hp. system with automatic zone control has just been installed. Another like system has just been designed for a new seven-story addition to the El Cortez hotel.

Architecturally the two-story and basement building is dominated by a four-story tower of glass brick with chrome trim. Adjoining the appliance sales room and opening

into it is the paint store of H. E. Saviers, a separate but associated business with its own individual air conditioning system.

The main display room of the appliance store is 100 feet long by 60 feet wide, banked on two sides by large display windows. On the north side is the record department and counters displaying small appliances. Other display cases of small appliances are grouped around pillars through the room.

The south end of the room ends in large counters, one marking off the clerical department and offices of the firm, the other leading to the parts and service departments.

Between the counters are stairways and a hall. Downstairs are storage rooms, a vault, the air conditioning plant, elevator, etc. Stairs also lead to the mezzanine floor, where the "Little Theater" is located, commercial and wholesale display rooms and offices.

Forming an "L" with the main showroom and leading off of the parts and service departments is the shipping department, which has plenty of space and facilities, including an elevator from the storage rooms in the basement and large rolling doors to the loading platforms.

The lighting has been engineered so that there are no dim corners in the structure nor glare from any angle, yet the use of power has been held to a minimum. Double fluorescent tubing floods the display windows, while the display and showrooms are illuminated by soft indirect lighting.

### HOW SYSTEM IS CONSTRUCTED

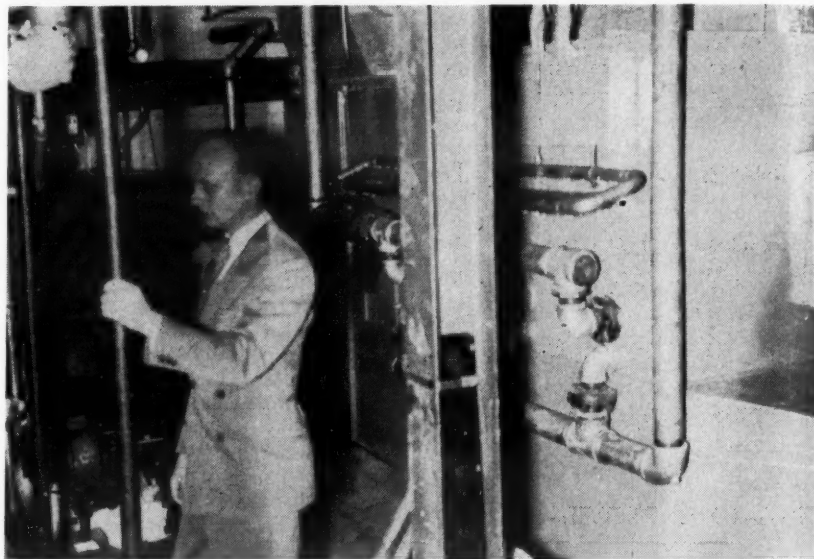
The main air conditioning system, which provides for the handling of large volumes of air, is said to be the only job in the west using a direct-fired system with zone control. The system was designed by Clyde M. Mast, engineer in charge of the heating and air conditioning department.

The company's own organization not only installed the job but built all housings and equipment. The 25,000 pounds of galvanized iron used in the duct system was handled by the Saviers' sheet metal department. This sheet metal shop directly across the street is the largest in

## They Want To 'Cool-Off' Hot Prospects



The headquarters of Saviers & Son, Westinghouse distributor in Reno, Nev., is as impressive on the outside as it is on the air conditioned inside. Note use of glass brick and the large signs.



Clyde M. Mast, engineer in charge of the heating and air conditioning departments, is ever ready to explain the workings of the store's own model system to visitors.

Nevada and employs 20 to 30 men.

The main system handles the appliance store and the upper floor, comprising the main zone of conditioning, covering approximately 15,000 square feet of floor space or 200,000 cubic feet. Some 20,000 cubic feet of air per minute can be delivered by the blower should the outside temperature warrant it. The cooling system furnishes 45 tons of refrigeration.

The summer and winter air conditioning systems are built in such a way that the change from one to the other is fully automatic and requires no attention. All inside temperatures on either system are controlled in relation to outside temperatures.

The summer system brings in outside air and mixes it with

re-circulated air. This air is filtered, cleaned, and forced by the blower as in the winter system. Automatic controls regulate temperatures.

This system is a complete winter-summer zone bi-pass system. Air is returned from the various zones and fresh air pulled in from the duct to the roof. This mixture is filtered and forced by a blower to a high pressure plenum.

The cooling coils are mounted horizontally on angle iron racks, the pre-cooling water coils below and the refrigeration coils above. The cooling system has a total capacity of 45 tons, 15 tons of pre-cooling and 30 tons of refrigeration.

A Sphinx forced draft cooling tower is installed on the roof with (Continued on Page 7, Column 1)

For Greater Operating Efficiency

## Install FRIGIDAIRE THERMOSTATIC AND VAPOR CONTROL VALVES

Easily Installed and Adjusted

● These parts built to the same high standards of precision and quality as Frigidaire finished products. Easily installed in soda fountain or commercial applications to correct operating deficiencies. Maximum operating efficiency always. Write your Frigidaire distributor today for prices and full details.

### 1. Thermostatic Regulating Valve

Provides more positive control of temperatures by a thermostatic element placed in fixture or liquid being cooled. Recommended for multiplexed ice cream cabinets. Controls ice formation in water bath.

### 2. Snap Action Valve

Provides different temperatures on multiplexed installations with positive defrosting of finned evaporators.

### 3. Liquid Temperature Valve

Minimum low back pressure adjustment in direct expansion instantaneous beverage coolers.

### 4. Evaporator Regulating Valve

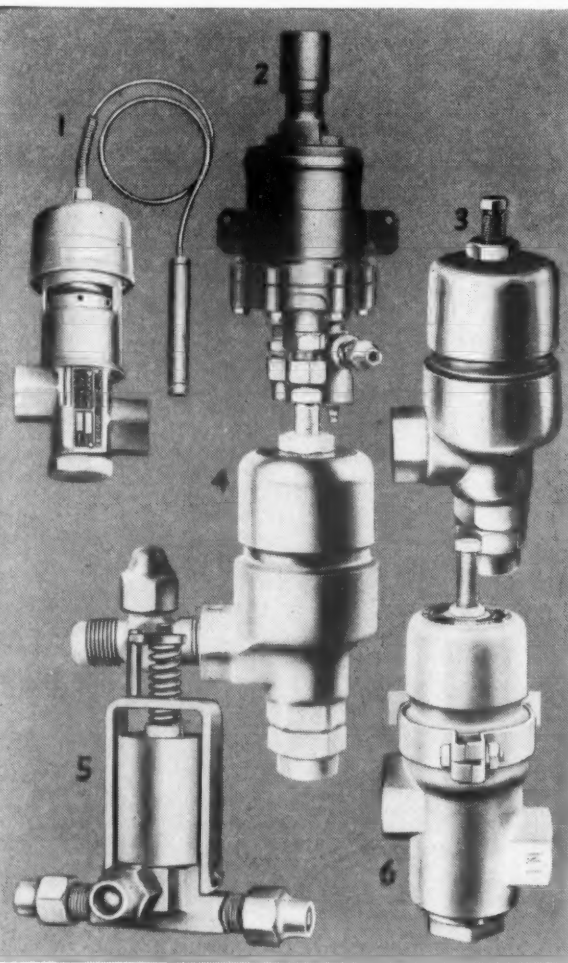
To prevent frosting of multiple forced air evaporators. Permits temperature difference in fixtures.

### 5. Automatic Regulating Valve

To control water bath temperatures used in soda fountain applications when multiplexing. Can also be used in commercial applications.

### 6. Crankcase Regulating Valve

Prevents high back pressure. During long off period, valve closes tightly to prevent excess pressure in crankcase; protects stuffing box seal and prevents absorption of refrigerant in crankcase oil.



### WRITE TODAY...

for your copy of the NEW Frigidaire "Refrigerant Control Valves and Commercial Accessories" book. Complete information on Thermostatic and Vapor Control Valves, as well as on other commercial accessories.



TO SATISFY YOUR EVERY REFRIGERATION SERVICE NEED

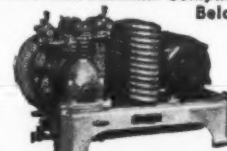
## We're Looking for a BUSINESS PARTNER Right Where You Live

We are greatly expanding our Sales and Service organization and are looking for "Business Partners" in every community.

Your SIZE doesn't count so much as your ABILITY to sell refrigerating machines and self-contained air conditioning units. If you have that ability ... and if you are available for representation of one of the oldest and most reputable lines in the commercial refrigeration and air conditioning industry ... get in touch with us immediately. Tell us about your set-up ... and we'll tell you about ours. Now is the time!

### GENERAL REFRIGERATION DIVISION

Yates-American Machine Company  
Dept. AC-840  
Beloit, Wisconsin



Self-contained store coolers—3 sizes

A complete line of Refrigerating Compressors

**Lipman**  
AUTOMATIC REFRIGERATION



## System In Dealer's Store Reveals Latest In Air Conditioning

(Concluded from Page 6, Column 5)

a 1-hp. motor operating the fan. Due to the low wet-bulb temperature this tower furnishes approximately 15 tons of cooling. A 3-hp. pump installed in the basement circulates 3,600 gallons of water per hour through the tower. This water circulates through the pre-cooling coils and through the condensing unit. In this way no water is wasted.

The 25-hp. Westinghouse compressor is mounted on springs and has a variable capacity head which gives three stages of refrigeration. A large double inlet double width blower is driven by a 7½-hp. Westinghouse motor. A total of 24 dust-stop filters were installed.

Heating is accomplished by a No. 800 Lennox direct-fired heating system delivering 800,000 B.t.u. burning No. 5 crude oil, which is installed at the front end of the plenum. In this manner the air may go up through the pre-cooling and cooling coils or straight forward through the furnace.

The various zone supply ducts leave the furnace plenum and run back over the coil chambers and then up to the various zones. The zone ducts are also connected to the coil plenum, and face bi-pass dampers are installed at all connections. The dampers are operated by motor controls, operated by thermostats in each zone.

In other words, when the damper for the furnace is closed, the damper for the coils is open. Two-way thermostats are installed in each zone. The summer thermostat closes the furnace damper and opens the coil damper, while the winter thermostat works in reverse.

Automatic mixing dampers are installed in the fresh and return air ducts and controlled by a thermostat in the fresh air duct. This thermostat changes the operation from cooling to heating as needed. The various controls work through a step-controller to turn on the various stages of cooling as needed.

The Minneapolis-Honeywell control operates in stages so that the whole load doesn't come on at one time. The various steps in the control are as follows:

1. All fresh air when outdoor temperature is correct for cooling.
2. Pre-cooling by water from forced draft tower.
3. First stage of refrigeration—two cylinders.
4. Second stage of cooling—four cylinders.
5. Full capacity of condensing unit—all six cylinders.

In this manner air delivery temperatures are controlled in accordance with outside conditions. When 95° dry bulb and 65° wet bulb outside conditions prevail, air is delivered at the grills at 61°. Air is delivered at the grills in winter at 116°.

The system was designed not only to provide ideal atmospheric conditions but for economy of operation as well. Low expense is maintained by water economy and by taking advantage of lots of fresh air.

Much of the time it is necessary to operate only the 3-hp. pre-cooling pump. In winter the heating system also makes for economy of operation. If the outside temperature drops to -10° F. below zero, the building will be kept warm with a consumption of only 11 gallons of oil maximum per hour.

Air conditioning was not found necessary in the basement where uni-vent heaters are supplied from the steam boiler which furnishes the domestic hot water.

Totally apart from the advertising value of the system, the employees of the firm are convinced that the installation providing utmost worker comfort at low operating cost is a highly profitable building investment.

### Pittsburgh Installations Up 30% In First Half

PITTSBURGH—A 30% increase in the total horsepower of installed air conditioning systems during the first half of this year, over last year, was announced by F. B. Mahon of Duquesne Light Co. here.

## Air Conditioning News In Brief

### Machine To Condition The 'Outdoors' Introduced

JERSEY CITY, N. J.—The magic term "air conditioning" has been applied to everything from shoes to hats, but it remained for the Orient Air Conditioning & Commercial Refrigerating Co. to introduce a unit for "conditioning" the outdoors.

Mounted on a two-wheel trailer, the Orient Air Stream is used to stir up air in an orchard, or vegetable field, to prevent frost damage to crops. Powered by a gasoline engine, the large blade fan may be used to spread insecticides in fighting the Japanese beetle and other pests. It is also recommended for laying smoke screens, fighting back drafts in fires, and displacing certain types of poison gas in chemical warfare.

### Association Puts Out Engineering Code Booklet

WASHINGTON, D. C.—A "Code of Application Engineering Standards for Air Conditioning For Comfort" has recently been issued by the Air Conditioning & Refrigerating Machinery Association here. Priced at 50 cents a copy, it is available to all members of the industry.

The booklet contains definitions of summer, winter, and year-around air conditioning, design standards for various cities, sunlight radiation through glass, infiltration coefficients, and ventilation standards.

### 'Four-Square' Insignia Is Adopted by NACA

KANSAS CITY, Mo.—A "four square" insignia has been adopted by the directors of the National Air Conditioning Association, according to Albert L. Maillard, executive secretary.

The association continues its drive for membership among air conditioning dealers and distributors from headquarters at 1603 Power & Light Bldg. here.

### 'Turbovac' Compressors For New Detroit Building

DETROIT — Trane "Turbovac" water-cooling compressors have been specified for use in the block-long Horace H. Rackham memorial building, now under construction for the Engineering Society of Detroit.

Buensod-Stacey, Inc. of New York are consulting engineers.

### Kresge Adds 2nd Evaporative Cooling System In Detroit

DETROIT—S. S. Kresge Co., second largest of the dime store chains, has used all types of air conditioning in stores located all over the country. Four years ago the company installed an evaporative cooling system in the Royal Oak, Mich. store.

A second system of this type was

### Westinghouse Selects 10 For College Scholarships

EAST PITTSBURGH, Pa.—Ten outstanding high school graduates, survivors from a group of 377 applicants, have been selected in the third annual contest as recipients of \$3,000 George Westinghouse Scholarships for study at Carnegie Institute of Technology.

Endowed with \$200,000 by Westinghouse Electric & Mfg. Co., the scholarships provide each holder with \$600 a year, more than half the average required for study and living expenses. Prescribed procedure under the grant includes eight winter terms at the Institute, and five summers and two winter terms of practical experience at Westinghouse.

Of the 377 applicants, 157 were selected to take competitive examinations, with personality and professional promise considered in addition to scholarship. Current winners bring the total number of scholarship holders to 30.

recently placed in service in the S. S. Kresge store located in an outlying section of Detroit's east side. Relative humidities are often high in the Detroit area during summer weather.

On hot days, all doors of the Royal Oak store are left open, and the "cooling" system operates with 100% fresh air. "It may not be air conditioning—but it helps," the store manager reports.

### Bank Building Boosts Rental 15% With Cooling

BIRMINGHAM, Ala.—Air conditioning has made possible a 15% higher rental charge in the new First National Bank Building here, according to the management. Completed in May of this year, the structure is equipped with a 400-ton cooling system.

### Don Herold Illustrates Standard's New Promotion

NEW YORK CITY—Don Herold, cartoonist and humorist, has illustrated direct-mail promotion material issued by Standard Air Conditioning, Inc., here this year. A circular letter signed "don herold" accompanies an illustrated booklet and a direct-mail return card.

The mailing features the "Air Captain" room cooler and the "Air Pilot" window ventilator.

### 'Fair' Beauty



When the exhibitors at the New York World's Fair recently held their own beauty contest, the Carrier entrant was the lady pictured here, a secretary in Carrier's Fair office.

### 'New Jersey's Biggest Job' Nearing Completion

NEWARK, N. J.—New Jersey's largest air conditioning installation will be completed about Sept. 15, when the new system for parts of the third, fourth, and fifth floors of the main building of Public Service Corp. is put into service. The work will be an extension of the system recently installed in transforming the second floor of the building from a bus terminal into offices.

### 'Orphan' Installations Build Business For Dealer In Tulsa

#### Natkin Reports New Jobs

TULSA, Okla. — "Orphan" air conditioning systems, left in the field by distributors going out of business during the past few years, now contribute materially to the service business of Natkin & Co., Westinghouse distributor here. The company's service department is headed by Fred L. White, who has made regular inspection and service available on a contract basis.

A. J. Natkin, manager of the Tulsa office of Natkin & Co., reports that these service contracts have proved to be profitable both to the distributor and to the user of the "orphan" equipment.

Recent installations made by Natkin & Co. here include: Walkover Shoe Store, Frougs Department Store, National Shirt Store, Franks Mfg. Co., Thompson Building, Bethlehem Steel Corp. office, Texaco Laboratory, and the J. J. Deanner residence.

Other jobs in the territory have been the May Brothers Store, H. C. Price and C. E. Burlingame offices in Bartlesville, Okla.; Kistler Oil Co. offices in Coffeyville, Kan.; new offices of Kansas Gas & Electric Co. in Independence, Kan.; new Recreation Building for the Continental Oil Co. at Ponca City, and a knock testing laboratory for the Skelly Oil Co. at Eldorado, Kan.



## CANNON COOLED FRUIT

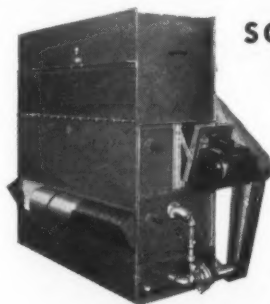
ALWAYS COMES OUT  
**Fresh and Juicy!**

Peerless Gun and Unit Coolers paved the way—proved the value of blower-type refrigerators! Now the CANNON COOLER, big brother of the family! Rolls out a mass of solid, booming cold . . . with sizes, capacities and air velocities to meet any refrigeration requirement up to ten tons, whether below 32° or above 50°.

A natural born winner for fruit and vegetable storage rooms . . . for sharp freeze applications . . . for packing houses . . . locker plants . . . dairies . . . or what have you.

We included pressure-type fans, famous Thermek coils, adjustable motor sheaves for quick "balancing." We did away with old angle iron construction—created a new kind of extra strong and rigid framework which supports all internal parts. The galvanized, sheet steel casing can be easily removed . . . the entire unit taken apart and put together on the job. Floor and ceiling models, with or without ducts.

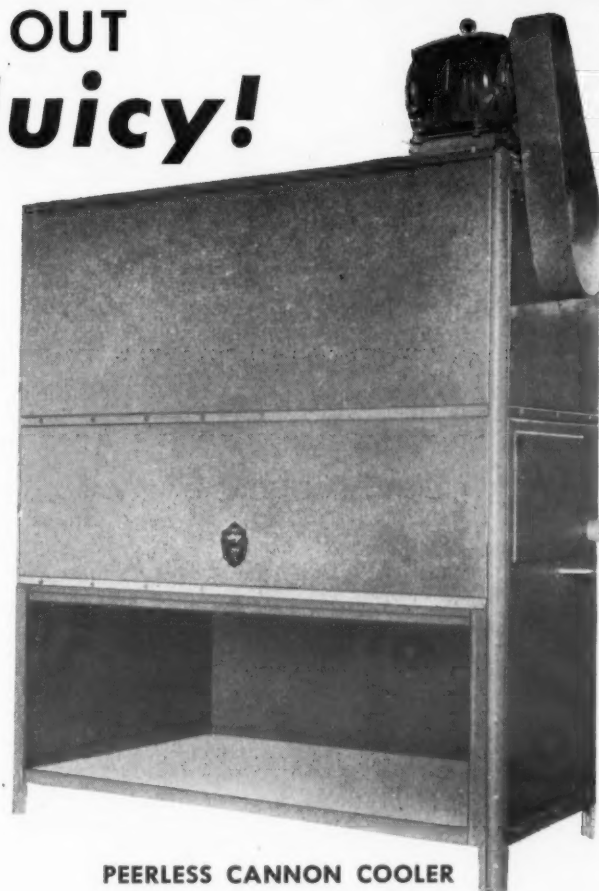
That's why the Peerless Cannon Cooler has gripped the fancy of men who know refrigeration value when they see it. For all the facts—and don't delay—call your jobber or write the nearest Peerless factory.



### SQUEEZES EVERY DROP!

New BWS evaporative Water Saver hoards water like a miser.

Low in cost! 7½ to 50 ton capacity! Radically improved in design and built of nothing but the best! Seam welded for water tightness. Full cone sprays playing against a new shallow-type Thermek condenser utilize heat absorbing capacity of the water to the fullest. Double air inlets, bronze and ball bearings, all internal parts easily accessible. This is the unit that really hammers down water costs—saves as much as 90%.



PEERLESS CANNON COOLER

# Peerless OF AMERICA INC.

Midwest Factory, General Offices—515 W. 35th Street, Chicago

NEW YORK FACTORY  
43-20 34th Street  
Long Island City

PACIFIC COAST FACTORY  
3000 South Main St.  
Los Angeles, Calif.

SOUTHWEST FACTORY  
2218 N. Harwood St.  
Dallas, Texas

EXPORT DIVISION  
P. O. Box 636  
Detroit, Mich.



## PERSONALITIES

By George F. Taubeneck

### Who's Excited?

Some of our closest friends in the industry have been getting a bit restless recently under what they call our "benign new policy of sweetness and light."

They would be quite a mite happier, they aver, if the NEWS were picking up a big stick and a big rock and going after someone.

"That Man in the White House," some cry, with windmill gestures, "is getting away with murder again. Why don't you lambaste hell out of him?"

Or,

"With the world tumbling around our ears, with dictatorship but four months away, with peacetime conscription coming up, you sit there and write about such trivialities as New Words Needed for Refrigeration and Air Conditioning Industries. Why don't you get your teeth into something important?"

\*\*\*

### Family Album

Well, friends, maybe it's the weather, maybe it's the great year the industry has been having, or maybe it's the joy of being married to Someone Pretty Special—but somehow, we can't get mad at anybody just now.

And besides, some really important things have been going on around here.

Items:

Lola Dew, our subscription manager, is engaged to be married.

Ed Henderson, our promotion manager, and Helen Cockrell, assistant business manager, are honeymooning.

Walt Schuler, one of our foremen, has a new son—his third.

Bob Carrithers, stalwart son of our advertising manager, the gregarious Zeke, has been appointed Regimental Adjutant at Culver Military Academy, Summer Naval School.

In other words, Life Marches On at the Business News Publishing Co.

### A Chip Off the Old Block



BOB CARRITHERS, son of "Zeke" Carrithers, advertising manager of the News, has won high honors at Culver Military Academy this summer.

### Bob & Zeke

In addition to being appointed Regimental Adjutant (a tremendous honor, especially for a third-year man at Culver), Bob Carrithers was promoted to Lieutenant, Senior Grade.

Thus we see a signal example of the old adage, "a chip off the old block," coming true before our eyes. For Bob's father, our Zeke, had a praiseworthy record as a Marine in the last war.

Zeke joined the United States Marine Corps at New York City on May 9, 1917, and was sent to Norfolk Navy Yard for training and duty. There he was promoted to Q.M. Sgt. in October. Continuing to show promise as a leader, he was sent to the Officers Training Camp at Quantico, Virginia, April 15, 1918; where he was commissioned a second lieutenant, U.S.M.C., July 15.

At Parris Island, South Carolina, he drilled recruits until the first of September, when he was again promoted, this time to first lieutenant. Thence he moved to the fourth regiment, U.S.M.C., in Santo Domingo, and from Sept. 15 to May 15, 1919, he was acting Company Commander of the 32nd Company.

This department has long contended that a superstrong navy and air corps would protect us from any invasion. Young men like Bob Carrithers, who plan careers in the Navy, are the ones who will prevent madmen from even attempting to solve the most-nearly-impossible military problem of all time: the invasion of the United States of America.

\*\*\*

### All's Fair In Love and War

And now that we have the war all settled, let's get back to Love. Wars only come along every once-in-while (thank God!) but Love goes on all the time and everywhere (thank God!).

For the Romance of the Week, we nominate Lola Dew and Joe Munley. Inasmuch as most of you who read this have been subscribing to AIR CONDITIONING & REFRIGERATION NEWS for a long, long time, you'll recognize the name of Lola Dew. Many of you have even met her. And all of you have received brief, courteous notes from her, thanking you for your subscription order.

Well, Lola was going along, minding her own business, when one of the girls in her department, Helen Munley, invited her over for dinner. Also present was Mrs. Munley's brother-in-law.

Did we mention that Lola has big, dark eyes, dimples, and a dazzling smile? Well, she has. Joe Munley noticed them, too.

"Boy!" he said, "this is what I've been looking for all my life!"

\*\*\*

### Chalk One Up For Marshall, Ill.

Being a man who not only knows what he wants, but how to get it, he had a diamond ring on Lola's finger in nine days after he met her! They'll be married in November, and Lola will retire to domesticity.

Believe it or not, Joe Munley was born in the writer's home town, Marshall, Illinois (population 2,222). How's that for an Isn't-It-A-Small-World anecdote?

The writer will particularly miss Lola, for she was one of the two employees of Business News Publishing Co. who have been connected with the firm longer than he has. Lola joined the company in March, 1928; Rosetta Johnson, our cashier, came in April, 1929; and the writer arrived in June, 1929.

\*\*\*

### It Happens Only In Movies—Oh, Yeah?

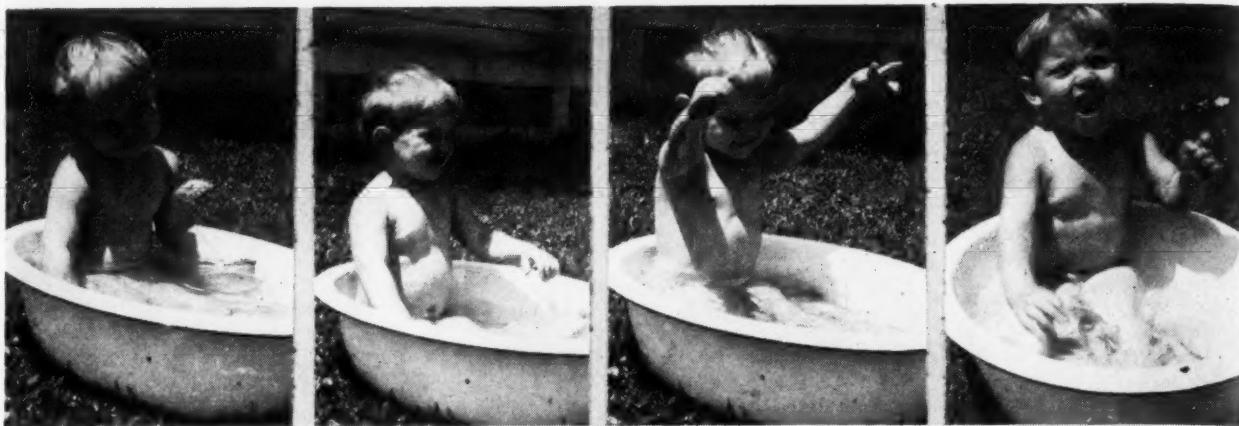
Nobody was surprised around here when Ed Henderson, our up-and-coming Promotion Manager, quietly married Helen Cockrell, Assistant Business Manager, late in June.

Ed and Helen had been lunching together every day and holding hands at every opportunity. They had That Look about them, and it was the most heart-warming Office Romance we had had around here since the days when we used to catch Business Manager Jack Adams kissing Jean Hegwood (now his wife) in the halls. Incidentally, fruit of that romance is pictured on this page. What a boy!

What happened to Ed and Helen, however, shouldn't have happened to a dog—to coin a phrase. After the ceremony, they went to a drug store for chocolate sodas—and then Helen went straight to a hospital for an appendectomy!

Ed, as you can well imagine, was darned near frantic. But Helen sailed through the operation with flying colors, emerged from the hospital ahead of schedule, mended fast,

### Oh, Johnny, Oh, Johnny, How You Can Pose!



Not yet two years old, Johnny Adams, son of the Business Manager of Air Conditioning & Refrigeration News, is already an accomplished photographer's model and a promising young actor. He can register any emotion from Sweet Supplication (extreme left) to Vociferous Adjuration or Political Peroration (extreme right).

### Love Conquers All



An office romance which gladdened the hearts of us all came to fruition when Promotion Manager Ed Henderson married Helen Cockrell, assistant business manager. Helen, who was married in her mother's wedding gown, was photographed as per the above, ate a chocolate soda—and then went to the hospital for an appendectomy!

and at this writing they are honeymooning up at Michigan's famous Mackinac Island.

"All the world loves a lover," and it's certainly true that all the office force has rejoiced in the blossoming of this love affair. Ed and Helen seem ideally suited for each other, and their happiness together has radiated out to the rest of us.

\*\*\*

### No More Dates For Firemen

Thus, in the last few years, the Business News Publishing Co. has changed complexion entirely. Formerly it was a haven for bachelors and bachelor girls. Time was when Visiting Firemen could drop in at

the office any evening, and scare up either a date with a pretty stenographer, or a good poker game with the editorial staff.

And now look at us.

Even the girls in the advertising department are all married now! Well, maybe we're growing up.

\*\*\*

### It's Heaven, Boys

To all the grand people who have remembered Willo and me, who have written you-should-have-done-this-a-long-time-ago notes, all the writer can say is: "Boys, you're entirely right. It's the only way to live."

And to those of you who have noticed pictures of Willo posing beside refrigerators, ranges, and automobiles in advertisements, let me assure you that she is an artist at

handling all three.

In our apartment we have a Kelvinator refrigerator, a General Electric range, and a Westinghouse roaster, and she can make all three talk turkey. It has been 18 years since your correspondent has had home cooking. Friends, it's wonderful.

And the way she handles that Buick (whose advertisements so often feature her lovely features) has made me decide to give up driving entirely so long as she's available. It's amazing how much interesting scenery I've driven past for years and never noticed.

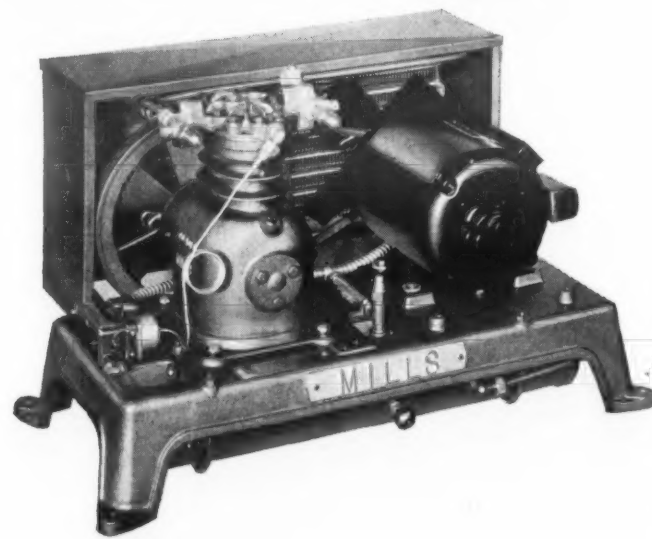
All in all, it's a wonderful world, if you confine your horizons to the really important things. The kingdom of heaven, I'm happy to testify, is within you.

### Why An Old Bachelor Got Married



After so many years of bachelorhood, people around the industry had just about given up on the editor. And then he met the lovely girl pictured above. Instead of wondering what made him change his mind about marriage, now his friends wonder how he ever managed to sign her up. Above photo taken while she was still Miss Willo Sheridan.

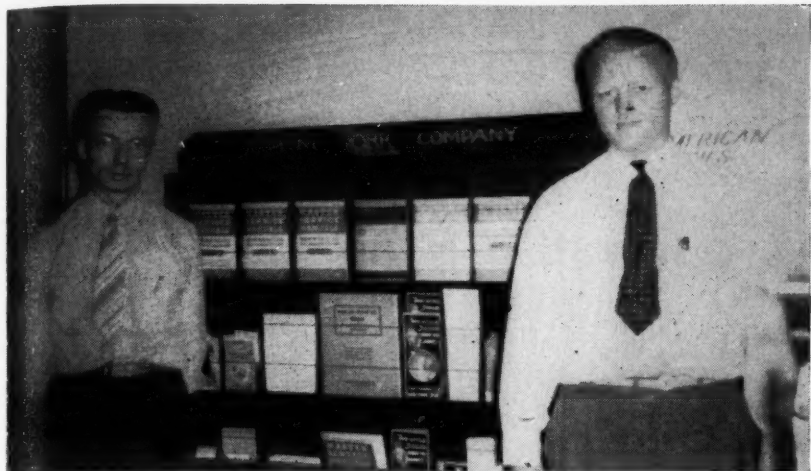
## \*Freedom from Trouble



The Mills 1/3 h.p. Condensing Unit is astonishing the entire refrigeration industry by its trouble-free performance. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois, has interesting refrigeration literature to send you free. Write!



## 'Visual Selling' Proves A Boon To Pittsburgh Jobbing Firm



H. D. Stehle (left) and H. W. Holt of Wm. M. Orr Co. stand beside the firm's neat display of refrigeration literature.

By Robert M. Price

PITTSBURGH—"Take your merchandise and services out of hiding and make display and promotion your top salesmen" is the advice of H. W. Holt, manager of the refrigeration parts and supplies department of Wm. M. Orr Co. here. Mr. Holt believes in "visual selling," and this year set out to prove it works.

Mr. Holt was faced with a problem in making display work because only 25% of the firm's business is over-the-counter sales. To the bulk of the customers, the firm was only "a name in the telephone book."

Opening gun in the campaign was to hold an open house at the store to acquaint customers with the facilities and merchandise the firm offered. Feature of the open house was a large display of coils. New applications were suggested to the customers in attendance. Since then a big increase in coil business has been recorded—largely attributed to this display.

### SERVICES HIGHLIGHTED

As the firm carries a large stock of stainless steel, "Ludlite," and other materials that fit into store fixtures and bar equipment installations, visitors were brought "eye-to-eye" with these supplies, with an idea to increasing sales in these tie-in lines. The firm's complete welding laboratory also came in for a large share of interest, highlighting another of its services.

After unveiling the store, equipment, and services, Mr. Holt set about making display pay dividends in counter trade. He first experimented with tools, moving them out where the customers could see them. In the display were tools that were low in sales. The "visual selling" brought an increase in tool sales, even slow-moving numbers showing a marked increase.

Then, to increase counter and display space, a glass-front, lighted display case was added. In this case are displayed new or unusual items. The display is changed once a month to increase sight sales.

### LITERATURE DISPLAYED

Also effective is a large rack to display literature. Formerly the literature was displayed hit-or-miss, and its effectiveness was reduced to an excellent dust collector. Now the display case is kept well filled and dust-free. Customers see the literature, and it moves out to do its work.

Also displayed in this rack is the refrigeration library of the NEWS. Sales of these manuals have been noticeably increased through proper display, Mr. Holt reports.

But the bulk of the business was

still "outside." Mr. Holt had an idea on how to bring this trade "closer." He worked up a monthly "newspaper" which is sent out to active accounts.

This newspaper carries announcements of new items and descriptions and illustrations of new applications. It also carries news items interesting to the customers. New feature is a "personality of the month" column, which plays the spotlight on someone in the trade who has done an outstanding job.

The newspaper is doing an effective job of gaining goodwill, Mr. Holt says, and in bringing new items and new applications to the direct attention of the trade it has become the written version of "visual selling."

### OUTSIDE SELLING VALUED

Outside selling is still the most important part of the firm's sales plan, but the traveling salesmen are also putting the emphasis on visual presentation of parts and supplies. Five salesmen contact this trade in the tri-state area around Pittsburgh, contacting every customer on the average of once a month.

With the way paved by the monthly newspaper and other direct-mail pieces, salesmen carry out the visual sales idea by taking with them leader items and other merchandise that acquaints outside customers with the "hot" items and often results in sight sales.

Reports of these salesmen are watched very closely, Mr. Holt revealed, so that active accounts can be separated from deadheads. Result of this check establishes the list for direct mail and other promotional activities.

"We do this," Mr. Holt says, "because we feel that directing promotion to inactive accounts is like throwing money down the drain."

## 'Sandy' Pratt Issues 'World's Largest' Parts Catalog

SAN FRANCISCO—California Refrigerator Co., jobber with stores in San Francisco and Oakland, has recently issued "the largest refrigeration and air conditioning catalog in the world," according to Clarence F. (Sandy) Pratt, president of the firm.

The new catalog, No. 80, contains 300 pages describing and illustrating parts and supplies. Replacement parts for 75 different compressor units are listed. Twenty pages are devoted to listing the number of each item contained in the catalog and also shows the list price and dealer's or service man's cost in lots of one, 12, 100, or 1,000. This listing is said to be exclusive with the company.

Four pages describe the NEWS Refrigeration Library and AIR CONDITIONING & REFRIGERATION NEWS.

All space in the catalog is utilized, including the extreme bottom of each page where short slogans on featured items appear.

A large washing machine and vacuum cleaner parts catalog also is being prepared by the company, and will be ready for distribution shortly.

### Opens Own Store

WINONA, Minn.—E. T. Potter, formerly manager of the mechanical department of Froedert Grain & Malting Co., has opened an electrical appliance store at 75 E. 2nd St. here.

## Here's How NOT To Do It!

A Sales Help With 'Reverse English' Is This  
Story of How A St. Louis Jobber Found That  
Trailer Selling Didn't Work

ST. LOUIS — Much has been written about successful sales and promotion ideas—but here's one that didn't work.

About 18 months ago Brass & Copper Sales Co., refrigeration supplies jobber, put a display trailer on the road to show parts and supplies to customers outside metropolitan St. Louis. It was quite an outfit. It had display boards to show various manufacturer's products, and these displays were changed frequently. It contained convenient upholstered seats, a refrigerator full of cold drinks—everything to make the customer "feel at home."

After a trip or so around the territory, says General Manager H. H. Hubbell, the trailer lost all its "newness" to the trade, it became a very expensive selling tool, and the company soured on the idea of a trailer as a sales aid. This June the

trailer was taken off the road.

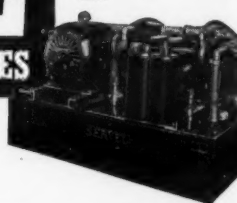
Some of the items which ran up the cost of the trailer were: the salesmen had to be given a considerably larger allowance when they towed the trailer on a mileage basis; insurance rates for liability and property damage on the trailer were high and also had some effect on the insurance rates for the towing car; it was expensive to garage the trailer in St. Louis and on the road; several sets of tires were worn out very quickly; it made it rather slow to get around the trade; and it was quite a job to keep the trailer clean and shiny to properly present the company to the trade.

"Since the trailer has been taken off the country territory," says Mr. Hubbell, "country selling expenses have decreased and salesmen are making more calls because they are not slowed down with the trailer."

## SERVEL

COMMERCIAL REFRIGERATING MACHINES

Servel's 4-cylinder 20 HP machine unit... one of 56 models in the complete line.



Whether your requirements are large or small, standard or special, Servel engineers can help you solve your most vexing problems of commercial refrigeration or air conditioning. Write today to Servel, Inc., Electric Refrigeration and Air Conditioning Division, Evansville, Ind.

# 100% Sales Increase!



REFRIGERATION supply department of White & Shauger, Texaco Capella Oils are fast movers here. Always well displayed, called for by buyers.



GENERAL VIEW of wholesale house of White & Shauger, Inc., Paterson, N. J., who report 100% increase in sales of Texaco Capella Oils.



"Our Capella Oil business has increased 100%... glad to recommend them to our customers." Excerpt from letter signed—

Harry F. Demarest  
SECRETARY



FOR YOUR TRADE. Texaco's latest revised Capella Oil Guide. Lists all popular electric refrigeration and air conditioning units; their refrigerant and the correct Capella Oil to use with each.

Texaco Dealers invite you to tune in The Texaco Star Theatre—starring Kenny Baker and Frances Langford—Every Wednesday Night—Columbia Network—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.



WHITE & SHAUGER, INC., Paterson, N. J., refrigeration supply jobbers, report a 100% increase in sales of refrigeration oil. "It is gratifying for us to be able to handle a product that meets with such universal approval," says Secretary Harry F. Demarest.

The oil he is referring to is TEXACO CAPELLA OIL.

Texaco Capella Oils are highly stable, thoroughly dehydrated, resist sludge formation and do not react with refrigerant, thus assuring long life, clean, efficient refrigerating systems.

Let a Texaco representative help you increase your profits with Texaco Capella Oils. Phone the nearest of more than 2300 Texaco warehousing points in the 48 States, or write:

The Texas Company, 135 East 42nd Street, New York, N. Y.

# ANSUL

... REFRIGERANTS STAND HIGH in quality, in machine performance, and in the regard of Ansul's friends and customers throughout America. For 25 years Ansul men have worked with conscience, conviction, and with pride to make this so. The wide acceptance and use of Ansul products, the steady increase of this acceptance, and good words of our many friendly customers give us assurance that it is so.

Agents for Kinetic's "Freon-12"

SULPHUR  
DIOXIDE  
ICE-X  
METHYL  
CHLORIDE

THERE IS AN ANSUL JOBBER NEAR YOU READY AND ANXIOUS TO SERVE YOU BETTER

• ANSUL CHEMICAL COMPANY, MARINETTE, WISCONSIN •

# TEXACO Capella Oils







**—Last January These Three Pages  
Announced the Courageous 1940  
Kelvinator Program—the Most  
Important and Most Daring Move  
Ever Undertaken in the Industry**

**Kelvinator Sales are  
last year's—making 1940  
greatest year in  
history of Kelvinator history**



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F. M. COCKRELL, Founder

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## Spotlight Is on Wholesalers' Salesmen

**M**ORE and more in recent years the distribution of electrical appliances has been flowing through old-line wholesalers' channels and factory branches. This has resulted from two convergent trends: impatience with some distributors on the part of factory management, and disgust with the appliance business on the part of some distributors.

This has forced the establishment of branches, and the utilization of old-line wholesale houses, in localities where arrangements could not be satisfactorily concluded with specialty distributors.

### Refrigeration Retailing Seemed Pretty Wild

Having been accustomed for years to dealing with an entirely different type of customers—contractors, and the like—the wholesale houses have sometimes felt as if they had had an ill-mannered stepchild thrust upon them. They felt it their grim duty to rear the stepchild, but they felt sure they were going to tolerate no monkey business.

In many cases they have done remarkably well in what, to most of them, was not only a strange field, but a weird and implausible one, as well. In other cases, bewilderment is unceasing.

### Not Training Low-Volume Dealers To Step Up

One prominent national sales manager recently voiced the opinion that the only hope his company had of remaining one of the leaders among electric refrigerator manufacturers was to maintain intact its present dealer organization.

"Our dealer body," he declared, "is being frozen at its present limits of volume, because poor and mediocre dealers are not being helped to become good dealers. We simply accept them at face value—which, fortunately, happens to be excellent.

"By the grace of God, a good

product, and excellent work on the part of specialty distributors, we have acquired some of the best dealers in the country. So long as they remain top dogs in their various communities, we'll stay on top.

"But if they ever slip—or are taken away from us by hungry competitors—we won't have any up-and-coming reserves to step into the breach. Our 'second team' needs coaching.

"Why aren't we training our second and third grade dealers so that they will eventually join the ranks of volume producers? Because there's a bottle neck between our promotion and the dealers. That bottle neck is the wholesaler's salesman.

### Field Men Should Be Trained Specialty Salesmen

"In the old days, the field men sent out by distributors were specialty salesmen. They had rung doorbells, managed distributors' retail stores, or been specialty dealers themselves. They took pride in nursing along a small dealer until he became a big one.

"But nowadays these big wholesale houses send around men who simply pay formal calls, check credit, and go on their way. These wholesale field men have come up through the credit department, most likely. They don't have the feel of specialty selling."

### Suggest Separate Crew For Appliance Dealers

What the wholesalers need, according to this executive, is a separate crew of field men for their appliance dealers. These field men should know how to set up window displays, how to drum up floor traffic, how to train sales crews, and most of all, how to stir up interest in appliances among retailers to whom the "big ticket" items are merely a part of their over-the-counter stock.

It takes a lot of work to train a good dealer, if he doesn't already have that magic spark which characterizes the born specialty salesman. But it has been proved over and over again that specialty selling is a science, as well as an art. It can be taught.

What is needed in some cases, it now appears, is for someone to teach the teachers.

## LETTERS

### Californian Is All Het Up About Big Business

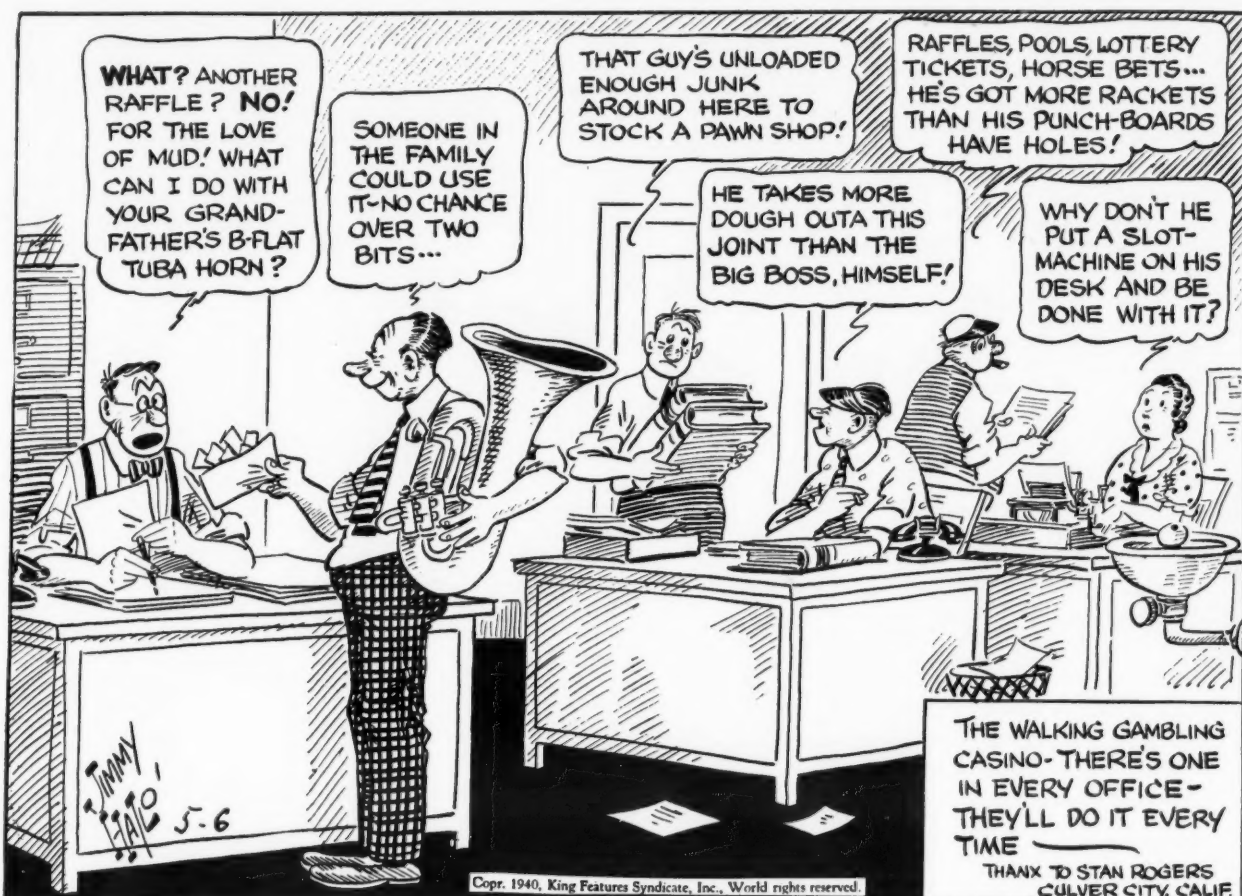
Stewart Ice Machine Co.  
1046 E. 22nd St.  
Los Angeles, Calif.

Editor:

This could be headed "Give a calf enough rope and he'll hang himself," "An Elephant never forgets," or several other headlines of like meaning, but the one that seems to fit best, especially since you have not been above flavoring your editorials with politics is "The wise guys of today are the Crackpots of tomorrow."

I assure you that there is nothing personal in this. But since editors of all classifications of publications: the daily news, technical magazines such as yours, and practically all others seem to be imbued with an "Old Hen with one Chicken" complex, in that they feel called upon to sling a lot of barn yard dust into the eyes of their not too bright subscribers, I feel that it will relieve me personally if I just point out to you just one

## They'll Do It Every Time . . . By Jimmy Hatlo



of the inconsistencies of your editorial efforts.

In doing so, I acknowledge receipt of a marked copy of your very interesting and instructive publication *AIR CONDITIONING & REFRIGERATION NEWS* of July 10, of which I'm a regular subscriber. The marked editorial "An Example to Ponder," is in my opinion self explanatory. I invite you to take the various headings you have interposed therein, and then turn back your files to the issue of February 9, 1938 on page 12 headed "Little Business Knows What it Wants" and read this article. There you will find that you attempted to stir up hatred towards the present administration by referring to the greedy actions of Big Business as "The Roosevelt Recession." Now, in your later publication the truth is out. The national organizations, Big Business, in their idiotic scramble to grab every single penny of profit for themselves brought about the condition which you are pleased to refer to as above.

In your article of Feb. 9, 1938, one of the headings interposed therein "Big Business Can Protect Itself." However, it appears from your later editorial that you were wrong. Again, Big Business management has proven that left to their own device they are incapable of self government. They not only brought tremendous losses to their own organizations by indiscriminate franchising, and as you your self say, Quote—"insane race to appoint dealers in 1937—End quote, they brought ruin to thousands of independent dealers.

This nation grew great, rich and secure during an era when the bulk of the commercial and industrial activities were carried on by hundreds of thousands of comparatively small business organizations, mostly independently owned, and operated upon the principle of free competition in free markets. During this era there was equal employment opportunity for the worker in the community where he preferred to live and raise his family. There was equal opportunities in the market for the small independent merchant, manufacturer and the farmer. There was equal opportunity for our young people leaving schools and colleges all over the country to find profitable employment and to develop and give expression to their personalities. There was no W.P.A., no S.E.R.A., there was no "Forty Plus," there were no relief stations. The standard of living reached a height unknown in any other country of the world; the function of government were routine and taxes were low.

With the advent of the Super-Colossal business organizations during the Republican administrations of the 1920s and the entrance of the crooked fringe of Big Business management into governmental affairs during this same period, this nation was forced into the economic tailspin of 1929 from which it has never recovered, and for ten years now has been in a state of economic decay. The American system of free competition in free markets no longer exist. Equal employment opportunity no longer exists for the worker. Equal position in the markets no longer exist for the small independent merchant, manufacturer and the farmer. Today, the worker and the farmer are forced to bargain for a share in the market for their labor and for the products of the soil they till. Millions of workers have lost their right to sell

the only commodity they have to offer; the sweat of their brow. Gone are the opportunities for our young people leaving schools and colleges to find employment at profitable wages. Today, these Super-Colossal organizations demand the rights to the markets, even as Adolph Hitler, and they take them either by fair or foul means; mostly foul. They demand the right to an ever increasing portion of the national income, but insist that the burden of taxation be borne by the individual. The blight cast over this nation by these vultures of greed has resulted in the loss of hundreds of billions of dollars in national wealth and have endangered the institutions of our government by exploiting the worker and the small business enterprise. Our Federal Courts are jammed with litigation growing out of the shady practices of this group. The standard of living is steadily lowered; the functions of government have been increased ten fold, and taxes are the highest in this nations history.

Al Capone, John Dillinger, Jessie James and the Dalton boys were all Big Business men in their way, and day. None other than a glorified damn fool would advocate turning law enforcement over to that group. Society had to pin their ears back in order to make democracy safe. Great and powerful corporations, with neither body nor soul, existing solely for profit cease to be a national asset when their operations enslave so many people for so many years. A nation gains nothing in character or national security when it permits a few corporations to dominate the markets and the national income.

It is utter fallacy to believe that big business un-restrained in its actions would, or could, be a guarantee of equal employment opportunities for the worker, or of an equal position in the markets for the small independent merchant, manufacturer or the farmer. If they have purposely withheld the jobs from millions of our people and the bread from the hungry for the past ten years, the while they demand a ransom of "Freedom of Action", then they are not business men at all. They are common criminals and should be accorded the same treatment that would be the just lot of any other arch criminal.

It is evident from your last editorial that you were wrong in blaming President Roosevelt for the recession in 1937. It also is evidence that there is not one regulatory measure, of which big business complains, that they themselves did not force upon the statute books by their ruthless disregard for the rights of individuals and smaller business enterprises. Again I say, that Big Business, as such, is incapable of self government.

The shortest and most direct route to a dictatorship in this nation, is to let Big Business management dictate government policy.

M. L. STEWART,  
General Manager

### Welcome Back, Mr. Lehleiner!

Norge Products Co., Inc.  
S. Carrollton & Cleveland Aves.  
New Orleans, La.

Dear George:

It was only today that I learned of Mr. Cockrell's passing, and of your

elevation to your new office; otherwise my condolences and my congratulations would have been forwarded to you ere this.

On my next visit to Detroit I shall look you up, and shall, on that occasion, confirm my congratulations in person . . . with a bit of orange wine to add further solemnity to the occasion.

Be sure, George, that you have not only my best wishes for your success, but, likewise, my assurance of full cooperation; as concrete evidence to this effect, how about re-entering my subscription to *AIR CONDITIONING & REFRIGERATION NEWS*, effective at once.

G. H. LEHLEINER,  
President

### Thanks, Herman

Herman Goldberg Co.  
20 N. Wacker Drive  
Chicago, Ill.

Dear George:

I note with great interest in that national newspaper, *Cold Facts*, edited by our mutual friend, Sandy Pratt, that you have taken the vital step.

I certainly want to take this opportunity to wish both Mrs. Taubeneck and yourself the best of everything.

It goes without saying, George, that I was extremely happy to learn of your appointment as publisher of the *News*, and you may rely upon me whenever I am in a position to help in any way.

With kindest regards, I remain,  
HERMAN GOLDBERG

### Thanks, Gil

Westinghouse Electric & Mfg. Co.  
246 East Fourth St.  
Mansfield, Ohio

Dear George:

The problem of getting you married was my pet project for years, so the big event was a source of considerable excitement for me. As you will find out, married men get awfully anxious about their bachelor friends and want to see them hooked-up. I think it's a sort of jealous resentment.

George, you suddenly find yourself under a great load of personal and business responsibilities. I know you will do a beautiful job. You can be sure of my good wishes and that I will do everything in my power to lend wings to your happiness and success.

J. G. BAIRD  
Merchandise Advertising & Sales Promotion

### Thanks, Glen

M. Glen Miller, Advertising  
8 S. Michigan Ave., Chicago, Ill.  
Dear Mr. Taubeneck:

This letter is to tell you how pleased I was to learn of your appointment as publisher and president. Somehow those early days of *ELECTRIC REFRIGERATION NEWS* when you had not yet reached such a remote pinnacle of success and world acclaim, are very pleasant to recall. I hope there will be an opportunity for our paths to cross before your climb takes you entirely out of reach.

Good luck and best wishes.  
M. GLEN MILLER



# WHO'S WHO WHERE

## Manufacturer's Personnel

### Jones Directs Sales of 'White Star' Ranges



DETROIT—W. S. (Sim) Jones is the new sales manager of the Detroit Vapor Stove division of Borg-Warner Corp. The firm manufactures White Star gas ranges.

Mr. Jones started with "DVS" 23 years ago and for many years has been in charge of range sales in the Detroit area. As sales manager of the division, he will work under the direction of E. J. Kanker, general sales manager for all Borg-Warner ranges.

### Stevens Vice President Of Eureka Cleaner Co.



DETROIT—Geo. T. Stevens has joined Eureka Vacuum Cleaner Co. in the capacity of vice president in charge of sales, resigning his position with Crosley Corp., where he was manager of the refrigerator division.

For six years Mr. Stevens was with Allied Department Stores as merchandise manager of appliances and hard lines, supervising design, production, and marketing of private brand lines, in addition to the merchandising of national brands.

Prior to his connection with Allied, Mr. Stevens was for five years with

Montgomery Ward & Co. as merchandise manager of appliances and hard lines in the eastern region.

Mr. Stevens and his brother originally operated a wholesale and retail business in Wilkes-Barre, Pa., following which he was assistant cashier for a New York brokerage house and later joined a Pennsylvania newspaper as advertising manager.

### Collins Sales Manager Of May Oil Burner Corp.

BALTIMORE—Charles R. Collins has been appointed sales manager of the May Oil Burner Corp. here, to replace Edward P. Hayes, resigned. Mr. Collins has been assistant sales manager of the company for the past 12 years.

## Appliance Dealer Appointments

### RAMEY HEADS DALLAS BRANCH

DALLAS, Tex.—J. R. Ramey has been appointed manager of the new Dallas branch of Stewart-Warner Corp. L. A. Kele has been named credit manager for the branch.

Mr. Ramey was formerly vice president and general sales manager of Monroe Furniture Co., Monroe, La., state distributor of Stewart-Warner products.

Mr. Kele has had 11 years' experience with various Stewart-Warner distributors.

### THOMAS TAKES HOTPOINT

DARLINGTON, S. C.—Thomas Texaco Station operated by Wade Thomas, former employee of Carolina Power & Light Co. and long experienced in the sale and service of electrical appliances, has been named Hotpoint dealer here.

Mr. Thomas plans to add extra space to his present building in order to increase his display facilities.

### BERNSTEIN HANDLES EVERS

DALLAS, Tex.—Joe Bernstein has opened an appliance store at 3207 Knox St. here. The store will feature Stewart-Warner and Evers refrigerators.

### G-E TO BARNETT'S

JONESBORO, Ark.—Barnett's Motor Service has been named a dealer for General Electric appliances in Jonesboro.

### MACE TAKES KELVINATOR

MARION, S. C.—Mace Furniture Co., owned and managed by Jack Mace, has been named full-line Kelvinator dealer here.

### WINSTEAD ADDS LINES

MULLINS, S. C.—Winstead Furniture Co. has added the Monarch line of refrigerators and ranges and the Bar-Brook line of attic ventilating fans to the complete Westinghouse

appliance line which it has handled for several years.

Incidentally, Mr. Winstead chalked up the first attic fan sale in Mullins—a \$350 installation.

### NEW DEALER, IN ALBANY

ALBANY, N. Y.—Domestic Oil Heat Store, 174 S. Pearl St., is one of Albany's new appliance outlets. This firm handles Philco refrigerators and radios, Williams Oil-O-Matic oil burners and air conditioning equipment, and Bendix home laundries.

Distributor for Oil-O-Matic in northeastern New York State, this store is now organizing a district sales staff.

### TELEFORD IS MANAGER

DALLAS, Tex.—F. R. Teleford has been named manager of the newly added electric refrigeration department of Cullum & Boren Co.

### KELVINATOR IN SPRUCE PINE

SPRUCE PINE, N. C.—Johnson Electric Co., owned and operated by Baxter Johnson, has taken on the Kelvinator refrigerator line.

### WISHARD JOINS LAW

DALLAS, Tex.—N. E. Wishard, formerly of Little Rock, Ark., has joined the staff of Warren Law, Westinghouse dealer here.

### WOODS TAKES PHILCO LINE

MANNING, S. C.—Woods Furniture Co. has taken on the Philco line of refrigerators, the Cavalier range line, and also a full line of home laundry equipment.

## Commercial Dealers

### SERVEL NAMES NEW DEALERS

EVANSVILLE, Ind.—List of new distributors and dealers for Servel electric commercial equipment has been announced. The newly appointed representatives are:

Barnaby Refrigeration Co., Akron, Ohio; Bonded Refrigeration Associates, Youngstown, Ohio; Vernon Britt, Parkersburg, W. Va.; H. E. Buch & Son, McHenry, Ill.; John F. Cabeen Co., Salem, Mass.; Castleberry Fixture Co., Ft. Smith, Ark.; Gary Refrigerator Co., Gary, Ind.; Gayton Equipment Co., Lexington, Ky.; Hamilton County Stores, Cincinnati; Handy Radio Co., East Liverpool, Ohio; Hartleup Equipment Co., Waterloo, Iowa; Illini Sales & Service Co., East St. Louis, Ill.; Ray Kerns, Saginaw, Mich.; Modern Fixture & Equipment Co., Rapid City, S. D.; Refrigeration Supply Co., Flint, Mich.; Springfield Refrigeration Supply Co., Springfield, Ill.; Williams Refrigeration Co., Zanesville, Ohio.

### Whiting Corp. Purchases Butler Stoker Division

HARVEY, Ill.—Whiting Corp. has taken over the manufacture and sale of Butler stokers, formerly made by the Butler Mfg. Co. of Kansas City, Mo. Negotiations were completed recently by Stevens H. Hammond of Whiting Corp. and W. B. Hughes of the Butler Co.

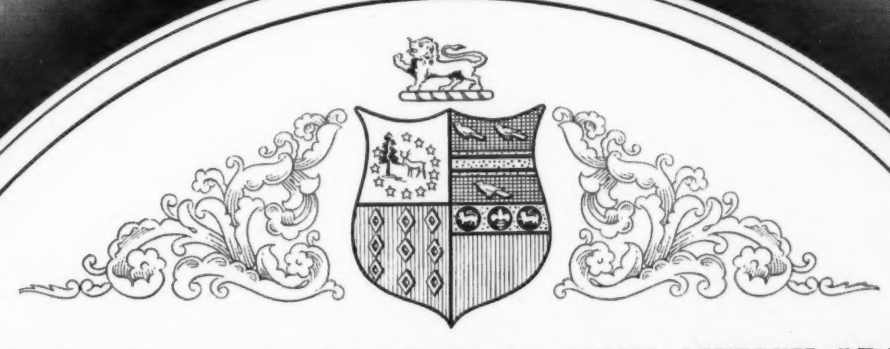
Glenn H. Henry, for the past six years with Butler, has joined Whiting Corp. as stoker service manager.

## Lacey Leaves Utility To Take Post With Agency




CINCINNATI—F. J. Lacey, for the past nine years advertising manager and public relations director of Tampa (Fla.) Electric Co., has joined the staff of the Cincinnati office of the Ralph H. Jones Co., advertising agency.

Tampa Electric recently was awarded the Hughes Award for outstanding electric range promotional work. Mr. Lacey is credited with two merchandising innovations—organization of The Ancient and Honorable Order of Coqui (male cooks), and origination of Leisure House.



**THIS IS THE COAT OF ARMS OF JOHN QUINCY ADAMS**  
*The Symbol of a Man Who Held Honor More Precious Than Life*




**THIS IS THE SYMBOL OF UNIVERSAL COOLER CORP.**  
*Who Respect and Adhere to Honorable Principles*

Honor is not a matter of statements but more firmly a matter of action. We stake our reputation and your final opinion on every product we manufacture. It is significant that foremost manufacturers of refrigeration equipment appoint us as their suppliers for condensing units. They know through experience that our progressive policies assure them of units that are the final word in reliability, efficiency and advanced design. We invite you to submit your problems to our technical staff . . . phone, write or visit.


**UNIVERSAL COOLER CORP.**  
DETROIT, MICHIGAN  
In Canada: Universal Cooler Co. of Canada, Ltd., Brantford, Ontario

## EASY FLARING


You get it in **WOLVERINE TUBING**  
—Buy From Your Jobber—



WOLVERINE TUBE CO. DETROIT



Backed by Du Pont Research  
and Technical Assistance



REG. U.S. PAT. OFF.

Not less than 99.5 Min. Pure

Prompt Shipments Coast-to-Coast

The Preferred Methyl Chloride for Service Work

# Artic

REG. U.S. PAT. OFF.

E. I. DU PONT DE NEMOURS & CO. (INC.)  
The R. & H. Chemicals Dept.  
Wilmington, Delaware  
District Sales Offices: Baltimore, Boston, Charlotte,  
Chicago, Cleveland, Kansas City, Newark,  
New York, Philadelphia, Pittsburgh, San Francisco



## Subsidies Sought For Locker Plants As Vital Units In National Defense

(Concluded from Page 1, Column 3)  
and needed facilities will be shown in relation to population.

The National Defense Council will be asked to consider, as part of the preparedness program, the financing of additions to existing plants to provide the necessary increased storage space in case of emergency.

In locker plants, this subsidy would take the form of rental by the government, for five years, of space in the plants built, to help finance the additional investment. Expansion of present plants would be in the form of bulk space for general storage, with provision for the addition of lockers when the emergency period was over.

Purposes of the plan are four-fold:  
1. Prevention of inferior standards of living in the event of war or emergency, due to a lack of accepted peace-time rations.

2. Prevention of "profiteering" during such emergencies, due to storage or distribution difficulties, by making available ample storage space in

locations scattered from one end of the country to the other.

3. Maintenance of the nation's morale by maintenance of the normal food level and dietary balance. With sufficient storage facilities, it is pointed out, there would be no necessity for "meatless days," for example, as was the case during 1917 and 1918. The theory is that people denied their regular orange juice each morning might get grouchy, and lose their fighting spirit along with their vitamins.

4. Wide location and quick availability of food, in the event of invasion.

### SURVEY INFORMATION

The survey of locker plant facilities would include the following:

Locker Room—Number of lockers plant will accommodate; number of lockers installed; number of lockers vacant; locker room temperature; square feet of space available for bulk storage; height of ceiling in locker room; whether room could be carried at zero.

Freezer Room—Size of room; square feet of freezing shelves; any space over normal plant requirements; temperature that could be maintained.

Chill Rooms—Square feet of pre-chilling room space; height of ceiling; square feet of chill or aging room space; height of ceiling; do chill and aging rooms have meat track; track height; excess space now available over busiest seasonal requirements.

Curing Facilities—Does plant have curing facilities; does plant have separate chill room for curing plant work; method of curing used; capacity of smokehouse, in medium-sized hams.

Slaughterhouse—Does plant have one; is it located adjacent to or remote from the locker plant.

### Contract Awarded

PERHAM, Minn. — Perham Cooperative Creamery Association recently awarded a contract for construction of a refrigerated locker plant to Al Grim of Perham.

## 'Deep-Freeze'—New Home Storage Unit For Frosted Food



This barrel type, low temperature refrigeration unit, scheduled to be introduced nationally this fall by the Deep-Freeze division of Motor Products Corp., Chicago, Ill., is specially designed for the home storage of frozen foods, or for the actual quick-freezing of fresh foods in the home. The condensing unit is concealed under the housing adjoining the cylindrical storage chest. Temperatures as low as  $-20^{\circ}$  F. can be reached, it is claimed.



### Locker Demonstrations Feature 'Farm Week'

STILLWATER, Okla. — Three demonstrations designed to illustrate the important role that quick-freezing and locker storage of food can play in farm life were scheduled for the annual "farmers' week" at Oklahoma A. & M. College here Aug. 6 to 8.

S. T. Warrington, associate economist with the national farm credit administration, was slated to speak on this subject, also, telling the farmers what they can expect from such plants in quality, workmanship, and service.

In addition, interested farmers were to pay a visit to a locker plant here.

### Poor Fish? Not Idaho's— They Eat Frozen Food

BOISE, Ida. — Construction of a 27-ton, \$3,177 cold storage plant for the preservation of fish food will begin shortly at the Eagle fish hatchery, according to Owen W. Morris, state fish and game director.

"Heretofore fish food has been purchased only in small quantities for immediate use," Mr. Morris explained, "but when the storage plant is completed the department will be able to obtain larger amounts at lower prices. It is estimated that one year's savings will pay for the cost of the plant."

Cold storage units are now in operation at the Ashton, American Falls, McCall, Hayspur and Mackay hatcheries, and soon will be installed in hatcheries at Sandpoint, Boyd Creek, and Crystal, Mr. Morris reported.

### Planting Time Is Key of Locker Advertisement

WAVERLY, N. Y. — "Planting Time Is Planning Time"—that's the headline and theme of a neat and prominent display advertisement inserted on the "farm page" of the Waverly Sun, local newspaper, by Harrington's frozen food locker plant here.

Copy of the advertisement, designed to promote increased use of the plant's locker service, ran as follows:

"The reason for planting and raising fruits and vegetables is so that you can enjoy the pleasure of eating fresh grown produce directly from the garden. This enjoyment is hard to match.

"So when you plant, plan that all the freshness and tenderness of your produce will last you the entire year around. This is so very simple by just renting a locker and quick freezing all the things you plant.

"It means . . . less work, money saved, and more pleasure."

### All-Steel-Equip Co. Issues Complete Line Folder

AURORA, Ill. — A folder called "One-Stop Service" has just been issued by All-Steel-Equip Co. here to "hit the high spots" of that company's complete line of steel cabinets, lockers, chests, desks, shelving, and similar equipment for both office and shop.

## Four-Year Course In Locker Storage Work Planned By Texas A. & M. College

COLLEGE STATION, Tex. — To better prepare students for a career in the field of food processing, preservation, and merchandising, particularly as it applies to frozen foods and the locker storage industry, the Agricultural & Mechanical College of Texas is working out a four-year curriculum of pertinent subjects and is installing a 200-locker cold storage plant in the basement of its meats laboratory here.

The college course, as outlined by Assistant Professor C. E. Murphey, will include a number of courses in animal husbandry and other agricultural subjects, general work in physics, refrigeration, and retailing, and special courses in slaughtering, cutting, and curing of meats, meat judging, commercial sausage making, and locker plant management.

The locker plant itself, according to Prof. Murphey, will be operated entirely by the students taking this

course. The plant's facilities will be available to local families on the customary rental basis, and also to the college for experimental purposes.

In this way, he explained, the students will, in the course of their studies, gain actual experience in locker plant operation and management under conditions practically identical with those which they may reasonably expect to encounter should they ever actually become engaged in this industry.

In telling why the school is preparing this set-up, Prof. Murphey stated: "We feel that there is a very definite need for college graduates with a well rounded basic course in meats and meat handling and processing to assume positions not only in locker plants but also with small sausage plants, large packing plants, as salesmen for packing plant equipment, and with frozen food companies."

### Govt. Lab To Engage In Frozen Food Research

ALBANY, Calif. — A research program to determine new uses for frozen foods will be carried out at the Western Regional Research Laboratory here under a \$71,000 appropriation. It is said to be the first government laboratory for frozen food research.

Technicians and chemists from University of California will assist the regular staff of the Federal laboratory when the project gets under way some time before the first of next year.

The frozen food laboratory will be established in the basement of the main laboratory building and will consist of six large rooms and a freezing room in which it will be

possible to maintain temperatures of  $20^{\circ}$  below zero.

The Albany laboratory is one of four Federal laboratories being erected at Philadelphia, Peoria, Ill., New Orleans, and Albany. The Albany project will employ 250.

### ... At Your Beck and Call

### THE MAN YOU NEED!

Call on U.E.I. for TRAINED MEN—installation and service men to this industry. U.E.I. graduates are trained for all positions requiring technical knowledge or mechanical ability. Our Free Employment Service is nationwide, personal, prompt. Try it.

UTILITIES ENGINEERING INSTITUTE  
404 N. Wells St. Est. 1927 Chicago, Illinois

## NEW BIGGER Discounts for Distributors

Forty per cent increase in factory size and one hundred per cent increase in production capacity, due to the tremendous and increasing demand for our SAF-T-LOC Locker, size 18 x 18 x 30, has made it possible for us to make Distributors an unusual and profitable proposition on this exclusive model.



This new Distributor discount will enable all distributors to secure business which they have heretofore not been able to secure, as well as to secure deals that may be pending—and get them at a very satisfactory profit.

### SAF-T-LOC Food Storage Locker

- New snap-on device feature makes assembly easy and quick by unskilled labor—saving many dollars in erection costs.
- Any combination can be selected as every compartment and every drawer is a complete individual unit.
- Takes third class freight—shipped knock-down. Saves you money on freight.
- Dozens of other features of distinct advantage.

### Don't Delay Get Details NOW

Write, phone or wire today for complete details on these new and unusual discounts—delay may be costly. Start cashing in on them immediately.

This new and up-to-the-minute SAF-T-LOC Food Storage Locker is endorsed by distributors of refrigeration and insulation and is sold only through them. Get complete particulars.

MASTER REFRIGERATED LOCKER SYSTEMS, Inc.  
121 Main St. Sioux City, Iowa

Nearly 200,000 Masterbuilt Lockers in Use

## SQUARE D IN REFRIGERATION



### CLASS 9150 SOLENOID VALVE

A neatly designed, compact unit. Quiet in operation—hermetically tight—moisture-proof—tight closing. Built for long, dependable service. Single or double voltage coils.

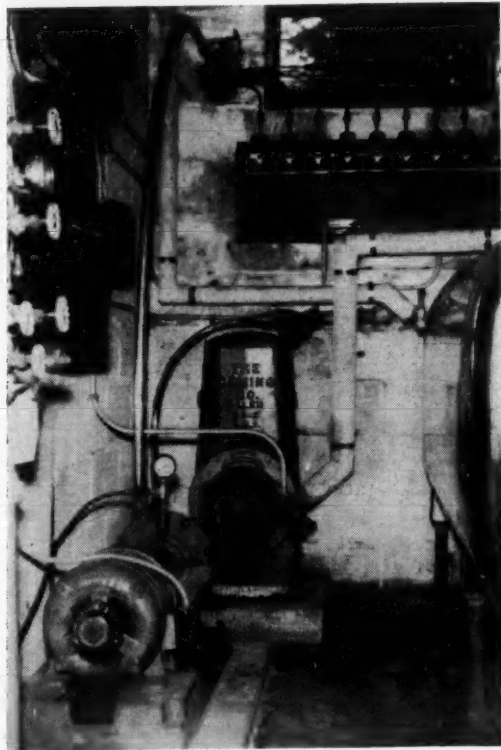
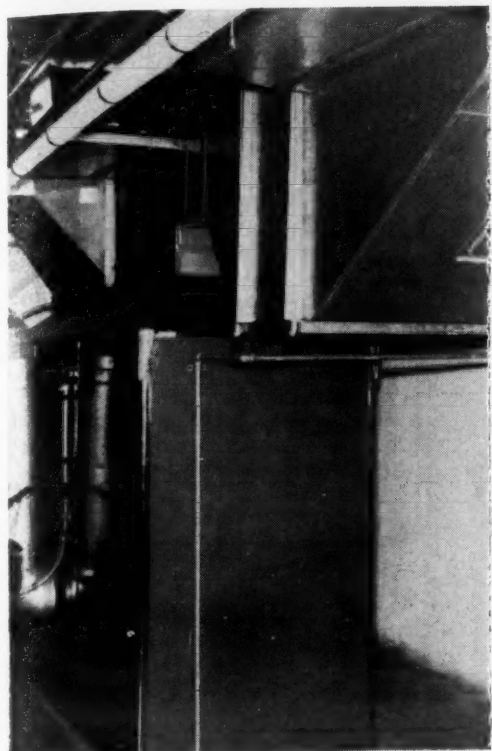
DO IT ALL WITH SQUARE D—  
SWITCH • PROTECT • REGULATE

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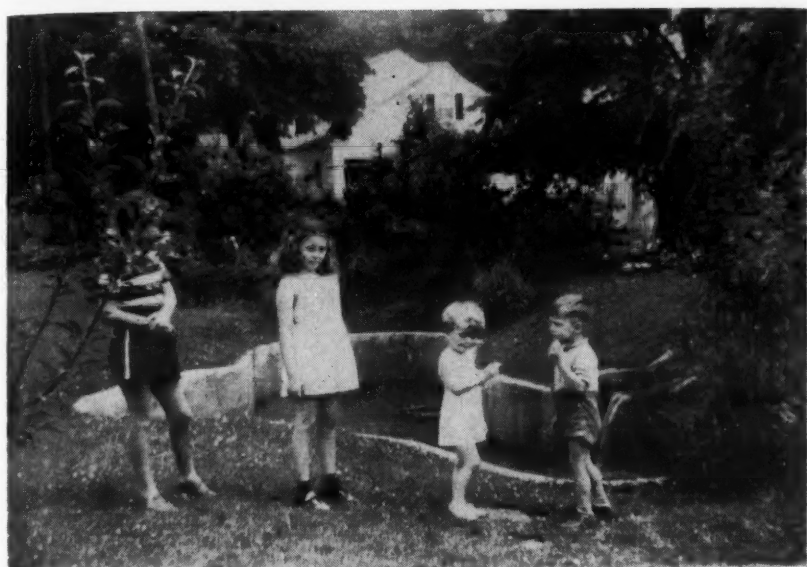
## Veteran Air Conditioning Engineer Designs Unusual System So That He May Have Water For Outdoor Pool



(Left) The compact central-station type conditioner, in which the cooling coil section was mounted with the warm air heating system, which supplies conditioned air to dual registers on all wall stacks.

(Right) Some of the equipment in the water pumping system. On the back wall are the solenoids which control the operation of the lawn sprinkling system.

(Below) The pool on the grounds of Mr. Miller's home, where the water goes after it passes through the air conditioning system.



By Henry Knowlton

BIRMINGHAM, Mich.—Complete summer and winter air conditioning was installed in the residence of Dale O. Miller, Detroit air conditioning engineer and contractor, when the \$25,000 structure was built near here. In designing the year-around system, Mr. Miller drew on his experience with mechanical equipment which dates back to 1921, when he was one of the original incorporators of Mechanical Heat & Cold, Inc., which now distributes Westinghouse air conditioning in Michigan.

Several years ago Mr. Miller sold his interest in the firm and formed Simplex Engineering Co., which specializes in commercial air conditioning, industrial stokers, and commercial oil burners. In designing a cooling system for his home, Mr. Miller chose water cooling, not because he does not believe in mechanical refrigeration (he has installed scores of refrigeration systems) but because he wanted a cheap supply of water for his 12,000-gallon outdoor pool.

### PARTS OF COOLING SYSTEM

Cold water for use in the air conditioning system is obtained from a 6-inch well, 186 feet deep. A 1-hp. Deming pump forces 15 g.p.m. through 6-row Young water coils, mounted in connection with a "Seasonaire" forced warm air heating system.

After the water has been used to produce the 7-ton cooling load, it is drained into the pool and then picked up by a 2-hp. centrifugal pump and forced through a 10-station lawn sprinkling system.

Each sprinkler "head" is controlled by an electric solenoid valve mounted on a panel in the basement.

### OIL BURNER

The oil burner used in connection with the "Seasonaire" heating plant, which circulates 2,650 c.f.m., can only be described as a "Miller Special." For many years Mr. Miller has experimented with domestic and commercial oil burners and the one used in his residence operates with the smooth rolling "turbulent" flame that is dear to the heart of oil burner engineers.

Conditioned air is supplied to

every room in the house, including the basement, by a complete sheet metal system. Dual registers are used on all wall stacks, one at the baseboard, and one at the 6-foot, or breathing level. The lower outlets are used for heating and the upper ones for summer cooling. Registers, which were specially designed, have horizontal diffusers.

### TWO THERMOSTATS

Control of the system is by means of two Minneapolis-Honeywell thermostats, one of which operates the cooling system and the other the heating plant.

On just one occasion, Mr. Miller reports, a servant moved the wrong thermostat at the wrong time, which resulted in the heating and cooling systems operating simultaneously. Humidity is supplied from a built-in unit on the heating system.

The system is designed to use 100% fresh air during spring and fall. All fresh and recirculated air is cleaned by throw-away type filters.

Two bathrooms and one lavatory in the residence are ventilated by a separate system. This consists of vent stacks from these rooms to the attic which are connected with a sirocco type fan used to exhaust 600 c.f.m. through self-closing louvers.

### VENTILATION CONTROL

The ventilating system is operated by a time switch which permits the fan to operate for 3, 6, or 9 minutes as desired, or run constantly. For normal use the fan is set to operate for 3 minutes, but when a party is in progress it may be set to run constantly. The ventilating fan is mounted on rubber feet for quiet operation.

A firm believer in the benefits of summer air conditioning, Mr. Miller keeps his office in Detroit comfortable with a 1/2-hp. Mayflower window-type cooling unit.

"I like to work in a conditioned atmosphere through the day," Mr. Miller says, "and be comfortable when I get home at night. During severe hot weather, when outdoor temperatures are up between 97° and 100° F.—we often drop the temperature to 75°."

### Los Angeles Firm Formed

LOS ANGELES—California Air Conditioning & Heating Co., with headquarters at 3362 W. Pico Blvd., has been formed here by Albert Jackler and Saul Luboff.

## There's More To Installing an Attic Fan Than Just Being Handy With a Saw and Hammer

DALLAS, Tex.—It takes more than a handy man with a hammer and a saw to make a successful attic fan installation, in the opinion of John Roop, head of the company manufacturing the "Norther" line of fans here. While Mr. Roop envisions a rosy future for the attic fan business, he is afraid these prospects may be jeopardized by dealers who are not competent to handle this type of equipment.

Citing a specific example, Mr. Roop told of a recent case where attic fans were specified to serve 20 apartments in a new two-story building. The 10 second-floor suites were to have 36-inch fans, placed in the ceiling of each apartment, to pull the air up through a grille and out a vent protected by gravity shutters.

On the first floor, however, the architect had provided for installation of the fans in a breast built in the wall, opening out through a vent covered by gravity shutters. The fans were to be concealed by false mantels over the open hearth gas fireplaces. This design disregarded the fact that adequate depth was an essential in any chamber through which air is moved rapidly, Mr. Roop said.

Fans used for the first floor apartments were 28-inch units. With these operating at a speed necessary to give adequate ventilation, an air disturbance is created, due to the fact that the breast was only 13 inches deep. To eliminate the whistling noise that would result, a

reduction of fan speed is necessary, Mr. Roop asserts.

Mr. Roop reports that he took the contract for this installation against his better judgment, warning the architect that the arrangement in the first floor apartments was unsound and might cause trouble.

From 1/4 to  
25 TONS  
of refrigeration

Brunner Refrigerating and Air Conditioning equipment comprises air and water cooled condensing units for practically all types of commercial applications up to and including 25 tons of refrigeration... Catalog promptly on request. Brunner Manufacturing Co., Utica, N. Y., U. S. A.



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## "BALANCED-ARMATURE" PRESSURE CONTROLS

Mount a White-Rodgers Pressure Control on any size or type of installation and forget about vibration. The White-Rodgers Balanced-Armature Switch assures positive action at selected pressures at all times. Position or vibration cannot affect the perfect balance of the switch armature.

To save additional time and labor White-Rodgers' uniformly calibrated dial and easily set differential adjuster permit quick, accurate adjustments without the necessity of gauges.

Check up on the many other advantages offered in the complete line of White-Rodgers Refrigeration Pressure and Hydraulic Action Temperature Controls. Write today for the new White-Rodgers Condensed Refrigeration Catalog and learn why so many refrigeration men insist on using these controls!

TYPE 1553 ▶

Low-Side Pressure Control with constant cut-in to assure defrosting after each compressor cycle. Lever adjustment permits user to control the temperature by varying the cut-out point.



WHITE-RODGERS ELECTRIC CO.

■ Controls for Refrigeration • Heating • Air Conditioning

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ST. LOUIS, MO.



## Determining Refrigeration Requirements For Counter-Type Ice Cream Freezers

*Editor's Note:* This is the No. 4 instalment in a series of articles on the design, application, and servicing of low temperature mechanical refrigeration equipment in everyday use by various types of retailers.

This week's instalment describes the two main types of freezer heads, and gives figures on the B.t.u. requirements of counter freezers.

### Types of Counter Freezers

There are on the market two types of freezing chambers or freezer heads on counter freezers—(1) the Vertical type and (2) the Horizontal type.

Method of refrigeration on the vertical type is "direct expansion," while on the horizontal type the method may be "brine circulation" or "direct expansion." Direct expansion type units may be further divided into two classes—(1) the jacket or flooded type; (2) the coil type.



A simple, efficient tool for hard pulling jobs such as flywheels, fans and pulleys—universal for all make refrigerators. Rotating arms grip in any position—internal or external pulley—odd and even spoked wheels. Hex head power screw has narrow band to facilitate hand turning. Made of special steel, hardened and tempered. Fully guaranteed. Sold by mill supply and refrigeration jobbers.

**J. H. WILLIAMS & CO.**  
225 Lafayette St., New York, N. Y.

**WILLIAMS**  
SUPERIOR DROP-FORGED TOOLS  
REFRIGERATION TOOLS

(1) The jacket type consists of a metal jacket which completely surrounds the freezer cylinder or head. The refrigerant is flooded into the jacket and expands around the freezer wall thereby freezing the mix.

(2) Coil type units usually consist of 30 to 50 feet of 5/8-inch copper tubing tightly wrapped and soldered to the cylinder to insure a tight bond. The refrigerant is circulated through the tubing and expanded around the freezer wall thereby freezing the mix.

In the brine type freezer, the brine is pumped and circulated into a jacket which completely surrounds the freezer cylinder walls and by this means the mix is frozen.

### Refrigeration Requirements For the Freezer

Amount of heat that is removed by the freezer is composed of the sensible heat from 40° F. to the freezing point and part of the latent heat of fusion. About one third to one half of the latent heat of fusion is removed during the freezing process and the temperature of the frozen mix as it comes from the freezer is in the neighborhood of 23° to 26° F. The remainder of the latent heat of fusion is removed during the hardening process.

Figuring the heat input from the dasher motor and heat leakage into the freezer, an average figure for the heat to be removed by the freezer from the mix is 425 B.t.u. per gallon of ice cream.

### 3. HARDENING CABINET

As already stated, the hardening cabinet may be separate from the freezer and the refrigeration system

may be brine or direct expansion with or without holdover plates and the same applies when the hardening cabinet is combined in one unit with the freezer.

In combination units, during the freezer operation, there is no refrigeration supplied to the hardening cabinet; all of it goes to freeze the mix. The cabinet system being so designed has enough holdover capacity to keep the temperature of the cabinet low enough to preserve the ice cream. In later articles individual systems will be described in full and details given on the complete refrigeration systems.

### Total Refrigeration Requirements

Assuming a hardening temperature of -10° F., the average heat to be removed from the ice cream during hardening is approximately 400 B.t.u./gal. of ice cream. This figure does not include heat leakage of the cabinet which should be figured separately.

The total heat to be removed to freeze and harden one gallon of ice cream is the sum of the figures given in each step—approximately 900 B.t.u. This is a variable figure. Different installations will have varying amounts of heat leakage which will alter the total amount of refrigeration which is to be supplied by the condensing unit or units. Likewise, where no pre-cooling of the mix is necessary, this figure must be altered.

### C.I.T. 6-Months Earnings Total \$7,630,843

NEW YORK CITY—Commercial Investment Trust Corp. for the six months ended June 30 reports combined net earnings of \$7,630,843.11, equivalent after preferred dividends to \$2.10 per share on 3,539,123 common shares outstanding, as compared with \$7,460,677 or \$2.06 per share on 3,529,925 common shares for the same period of 1939.

Earnings reported are after deduction of federal taxes at the increased rates under the Federal Revenue Act of June 25, which are retroactive to Jan. 1. These increases amount to \$296,456, or 8 cents a common share for the entire period, of which 4 cents applies to the first quarter.

Deferred income available for future gross earnings at June 30 stood at \$26,646,494, compared with \$22,235,824 at Dec. 31, 1939.

Volume of new business was 31% higher than in the same period of last year, and the portfolio of outstanding receivables was up \$76,856,323 from Dec. 31. Average receivables were approximately \$96,000,000 more than a year ago.

## 'Swiss Valley' Effect In World's Fair Igloo Is Conquered By Drapes

NEW YORK CITY—It took 27,000 square feet of sky-blue broadcloth drapes to de-echo the Carrier Igloo at the New York World's Fair, changed over this year from an exhibition hall to a lecture auditorium.

Booming echoes from the parabolic, curved walls threatened to turn the 75-foot snow hut into a "white elephant," until Director George S. Kent played a hunch that solved the problem.

It was found that the human voice, magnified by the loud-speaker system, would hit against the Igloo's opposite wall and bounce back, hardly losing a decibel in its travels. Acoustical engineers, called in to help solve the problem, said they could get rid of the echoes by constructing sound-proof walls, but that this, in addition to being an expensive proposition, would require two weeks' work, during which the exhibit would have to be closed.

But getting the work done without interfering with normal operation of the exhibit was as important a consideration as the cost, so Director Kent decided to scout around for a substitute method to take the place of the special acoustical plaster treatment which the sound experts had recommended.

Folded drapes are used to good effect in radio broadcasting studios, where sound waves must be rigidly controlled, he reasoned—so why couldn't they be used here? Sound experts were skeptical. Playing out the string, however, Mr. Kent called in Riegler Brothers, Irvington, N. J. interior decorators, to make an estimate on the project. Cost quoted was approximately \$4,000 less than what it would have cost to erect scaffolding and install special acoustical plaster.

The work was done after 10 p.m., when the exhibit was closed to visitors. Nine men worked on the job, which was completed in four nights. Drapes were hung from a catwalk opening at the top of the Igloo's dome, the broadcloth being stretched in heavy folds from the dome to a spot about 15 feet from the floor, without being gathered in at any point.

The first night, one section of the building was covered, and the exhibit opened at 10 a.m. as usual, without visitors being aware that the drapes were anything more than an ornament, Mr. Kent said. Today, the Igloo's echoes have disappeared, and Mr. Kent says the drapes have made the interior of the exhibit more attractive than it was before.

## Air Cooling's Worth In Industry Cataloged

SYRACUSE, N. Y.—Adaptability of air conditioning to industry is illustrated in a new 16-page catalog announced by Carrier Corp. Equipment shown ranges from a window ventilator, handling a few hundred c.f.m., to heat diffusers delivering B.t.u. in hundreds of thousands.

An index classifies the equipment according to its uses. All products are illustrated. Descriptive information includes application, operation, installation, and specification data, as well as tables of capacities.

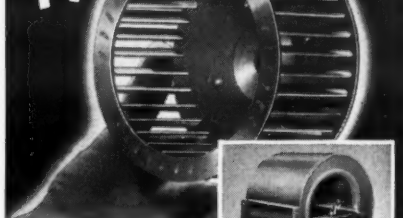
## Anaconda Copper Refrigeration Tubes

New cup seal keeps them clean and dry



THE AMERICAN BRASS CO.  
FRENCH SMALL TUBE BRANCH  
General Offices: Waterbury, Conn.

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Every Clarage Fan Wheel is BOTH statically and dynamically balanced—every precaution taken to insure freedom from vibration and QUIET operation. That's one BIG reason why so many unit conditioner manufacturers prefer Clarage Wheels and Complete Assemblies. And, yes, we build a complete range of sizes! May we have your next inquiry?

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Sales Offices in All Principal Cities



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THIS EQUIPMENT IS EASIER TO SELL NOW THAT WAGNER MOTORS ARE BEING USED!

THEY'RE GOOD MOTORS—THAT'S WHY HUNDREDS OF MANUFACTURERS USE THEM!



Stokers, refrigerators, and air conditioning equipment powered by Wagner motors, continue to give faithful, reliable, efficient service year after year. This record of Wagner motor performance increases the sales possibilities of these appliances through increased confidence of users and dealers—an added sales feature that you cannot afford to overlook.

Alert dealers, realizing the value of this user acceptance, are quick to tell their prospective customer that the appliance in question is equipped with a Wagner motor. The complete confidence which users place in Wagner motors helps the dealer sell Wagner-motored appliances.

The dependable performance and long life of Wagner motors helps the manufacturer of the appliance build up a desirable reputation for his product.

Send for bulletins MU177 and MU182 containing complete technical data on Wagner motors. Wagner maintains 25 sales and service branches conveniently located throughout the country. Trained sales-engineers are always ready to assist you in selecting the exact motor for your equipment.

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THE FOOL-PROOF DRYING AGENT FOR REFRIGERANTS

Will end your moisture troubles



THIS DEMONSTRATION HAS CONVINCED THOUSANDS OF SERVICE ENGINEERS THAT SILICA GEL

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- ACTS INSTANTLY
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**SILICA GEL**  
LET US DEMONSTRATE  
THE DAVISON CHEMICAL CORPORATION

This travelling demonstration has awakened foresighted service engineers to the fact that here is the drying agent that assures COMPLETE SATISFACTION. The response has been astounding—and without exception, those who gave Silica Gel a trial, now know from experience that the superior qualities of Silica Gel help them gain valuable customer confidence.

If you haven't seen this demonstration—find out from your jobber when he plans to exhibit it. It's worth your while to see it and learn all the reasons why you should make Silica Gel your standard drying agent. Meanwhile—give Silica Gel a trial. Your jobber has your favorite dryer charged with Silica Gel or Silica Gel for refill.

For complete information see your jobber or write to

**THE DAVISON CHEMICAL CORPORATION**  
Silica Gel Department  
BALTIMORE, MARYLAND



## What's New

Descriptions of some of the brand new items for the refrigeration and air conditioning, and major appliance fields.

### Single Unit Water Heater Of G-E Priced Lower

BRIDGEPORT, Conn.—To meet a demand for a low-cost single-unit electric water heater, the General Electric appliance and merchandise department has announced a new 30-gallon "Special" heater (model G301B2) having a recommended factory list price of \$59.95.

The water heater is a single unit type, round, finished in white with black base. There is no provision in this heater for a second unit in the upper part of the tank. Recommended list price is approximately 15% less than for any similar General Electric models previously available.

One Textolite sealed-in Calrod flange-type heating unit is immersed in the water at the bottom of the tank, heating the water directly. An automatic temperature control

can be adjusted to deliver hot water between temperatures of 120° to 190°.

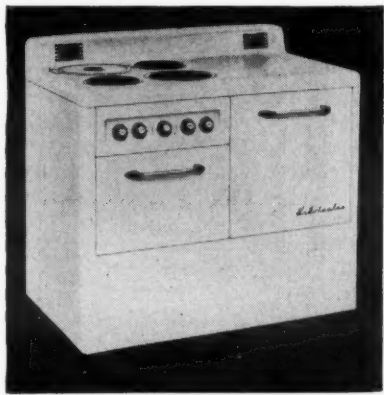
Tank is of heavily galvanized copper-bearing steel, with a 150-pound working pressure. Steel outer shell is finished in high-gloss baked-on Glyptal enamel.

### Low Price Range Added To Kelvinator Line

DETROIT—The ER-9, a new low-priced model, has been added to the 1940 line of Kelvinator electric ranges. The model carries a suggested price of \$99.50 delivered anywhere east of the Rocky Mountains.

The new model is of one-piece welded steel construction, porcelain-enamelled inside and out. Cooking top is one-piece, acid-resisting, porcelain enamel with back splash and back shelves.

Two-unit oven featured throughout the Kelvinator line this year has also been incorporated in the ER-9.



Measuring 16 x 16 x 19 inches, the oven is equipped with nickel-plated oven shelves with safety stop; porcelain enamel combination roaster and broiler rack; a counterbalanced shelf-type oven door with broil stop, and oven vent through the front of the wall door.

Surface units are controlled by five-speed switches. Switch panel has a combination oven switch and thermostat, with automatic pre-heat cutout and "broil" and "bake" pilot light.

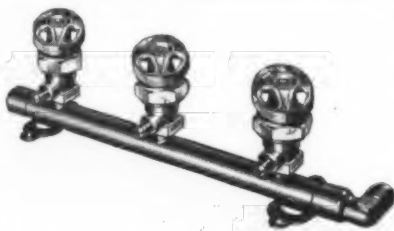
Also featured in the new model is a porcelain enamel drip tray under the units; sliding utility drawer; appliance outlets mounted on the wall guard; and a black toe-room base.

### Henry Manifolds Feature Balanced-Action Valves

CHICAGO—A new line of manifolds, incorporating the company's "balanced-action" diaphragm packless valves for refrigeration, air conditioning, and industrial requirements, has been announced by Henry Valve Co.

Manifolds serve a three-fold purpose: 1. A neat, compact, convenient means of mounting shut-off valves. 2. More even distribution of fluid through the various valves and lines. 3. Centralized manual control location.

Feature of the manifold line is the use of the company's packless



valves, which are claimed to incorporate a balancing-action that assures positive opening under all pressure conditions. The angle valves are mounted on the manifold with extruded, reinforced silver soldered joints.

Manifolds are made with from two to six valves, with either flare or

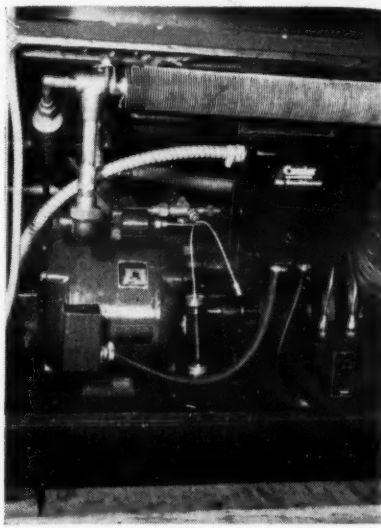
solder connections. Sizes of valve connections range from 1/4 to 3/8-inch S.A.E. flare or O.D. solder. Sizes of elbow manifold connection range from 3/8-inch S.A.E. flare to 1 1/8-inch O.D. solder.

The new line is described in Henry's bulletin No. 129.

### New Light Designed For Hard-to-Get-at Places

SIERRA MADRE, Calif.—For engineers, servicemen, and others requiring a closely spotted light in hard-to-get-at places, Sierra Aircraft Co. has developed a flashlight bulb extension which screws into the bulb socket.

Made of special wire encased in aluminum alloy tubing, the extension can be made to hook on any



object, or shaped to form its own stand, it is claimed. This allows the serviceman to have both hands free for work.

Extensions are available in 6-inch variations in lengths between 6 and 36 inches, and are priced to retail from 25 cents for the 6-inch length, up to 90 cents, for the 36-inch length.

### Airgard Ventilator Aids Hay Fever Sufferers

CHICAGO—Specifically designed for hay fever and pollen asthma patients, a new Airgard Model M window ventilator has been announced by the Airgard Mfg. Co. The new model, which handles 350 c.f.m. of fresh, filtered air, will sell for \$49.50 retail.

Powered by a 1/30-hp. motor and housed in an insulated cabinet, the new unit is designed for window mounting. Air cleaning efficiency is said to be 97% of air-borne material, including pollen.

### Greater Display, Storage Space in C. V. Hill Case

TRENTON, N. J.—A new double-duty case, which is claimed to afford approximately one-third more display and one-third more storage than the average case of this type, has been announced by C. V. Hill & Co.

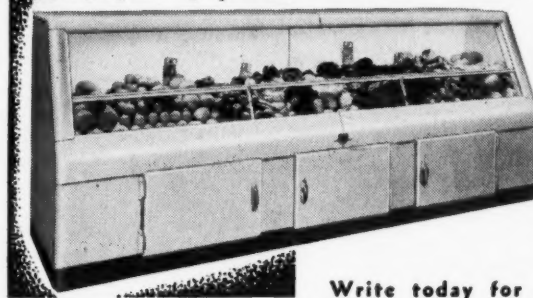
Platter rack in the new case is a full 31 inches wide, as compared with 23 or 24 inches in the conventional double duty case, it is said.

All-porcelain inside and out, the case has "step-open" storage doors and "slide-away" service doors.



## OPEN for Business

The Crispeteria is open . . . OPEN for compelling, attention-getting display of produce . . . OPEN for customers loaded down with purchases, who can't open bulky doors . . . OPEN for easy handling and selection . . . OPEN FOR BUSINESS! OPEN so that grocers are eager to install one. OPEN a new field for profits by selling the Crispeteria.



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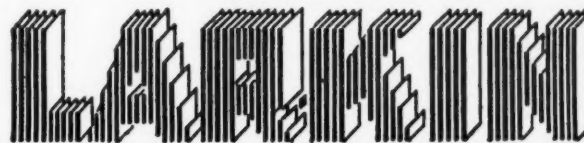
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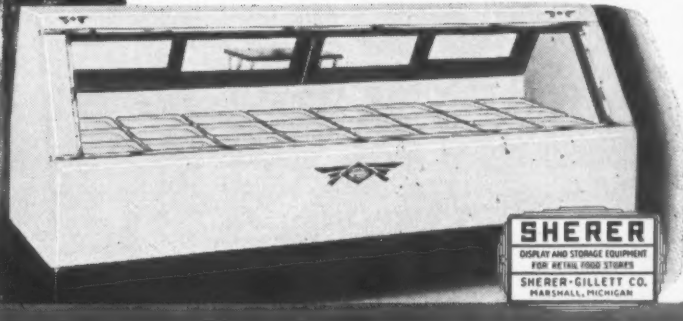
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### YOU'LL BE PROUD TO SELL Sherer's ALL-INCLUSIVE PROFIT LINE

Throw out your chest and proudly survey the increased profits you'll make selling the superb Sherer line. It's "tops" in construction and performance. Double sales and profits by selling refrigerators and compressors . . . on one contract.

Write today for franchise details and catalog.

SHERER-GILLET CO., MARSHALL, MICH.



### Anaconda Copper Refrigeration Tubes

"Assembling instructions" details page 11 of new book



THE AMERICAN BRASS CO.  
FRENCH SMALL TUBE BRANCH  
General Offices: Waterbury, Conn.

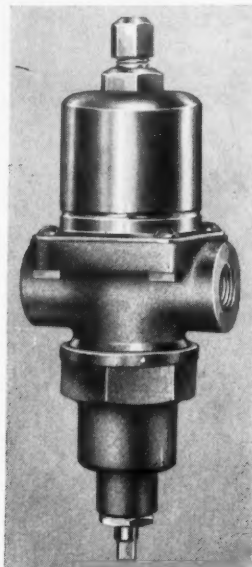
## Ranco REPLACEMENT CONTROLS

- ★ EASY TO INSTALL
- ★ MORE EXACT REPLACEMENTS
- ★ DURABLE
- ★ DEPENDABLE
- ★ PROFITABLE

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### WATER REGULATING VALVE

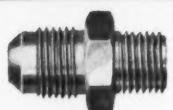
(Pressure Controlled)

Aminco No. 614 Water Valve is used to regulate the amount of water passing through water-cooled condensers. The valve is quiet in operation, free from chattering; practically friction-free and provides a maximum flow of water with a minimum head pressure differential.

Aminco Water Valves have a double bellows seal, removable body seat and will operate on all refrigerants except ammonia. Standard connections  $\frac{3}{8}$ " x  $\frac{3}{8}$ " F. P. T. Send for Bulletin No. 15.

No. 614

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## ADROIT

As a class, mechanics engaged in the refrigeration industry are deft, ready-witted and definitely not "butter-fingered."

And such men appreciate the adroitness of other workers who make Commonwealth Brass fittings in huge quantities so that the industry may continue to serve an ever-widening demand.

Expert mechanics also endorse the idea of the adequate wall thicknesses of Commonwealth fittings and the wrench flats adroitly designed on elbows and tees. They know that this provision, besides contributing strength, also prevents hurt knuckles—wrenches have ample room on the fittings "Built Right to Stay Tight."

One nice thing about using Commonwealth fittings is that adequate stocks are always available. Hundreds of standard, semi-standard and special shaped fittings can be had promptly. Any combination of pipe and tube ends furnished.

Ask for Catalog 38.

**COMMONWEALTH BRASS CORP.**  
Commonwealth at Grand Trunk RR.  
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THE CHIEFTAIN HERMETIC IS USED BY MANY OF THE LEADING MANUFACTURERS OF DOMESTIC AND COMMERCIAL EQUIPMENT. IT WAS SELECTED BECAUSE:

1. It is a completely sealed unit.
2. It has years of satisfactory field experience.
3. The engineering is advanced and sound.

INVESTIGATE CHIEFTAIN—THE PROVEN HERMETIC

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A SINGLE CONTROL *Universal in Application*

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FOR PRESSURE CONTROL UP TO 1 H.P.A.C.

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Note These Advantages



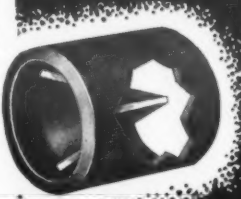
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**IMPERIAL INNER AND OUTER REAMER**

• A convenient new tool which makes possible a rapid and efficient reaming job on both the inside and the outside edges of copper, brass or aluminum tubing.  
Tubing is introduced from one end of tool for inside reaming, and from the other end for outside reaming. The tool cuts in either direction and is self-centering. It has three hardened, hollow ground tool steel cutters. The cutters are protected against damage when not in use, by outside shell of tool. Body is knurled for easy handling. Handles all sizes of tubing from  $\frac{3}{16}$ " O.D. to  $1\frac{1}{2}$ " O.D.

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VALVES • FITTINGS • TOOLS • STRAINERS  
DEHYDRATORS • CHARGING LINES • FLOATS

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Price, each, \$1.20



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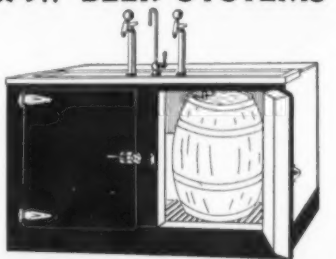
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Available in 2-3-4 Keg Sizes.  
Ice Water Faucet Standard On All Models.  
Bottle Compartment And Ice-Maker Optional Equipment.  
Full Line Of Beer Equipment, Including Walk-In Type Pre-Coolers And Dry-Storage Bottled Beverage Coolers.

INQUIRE TODAY!



**FOGEL REFRIGERATOR COMPANY** Since 1899  
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## Here's What Some Dealers Would Like To See In the 1941 Refrigerator

Some of the Ideas Are Slightly Peculiar, But There's A Reason Behind Most of the Suggestions

*Editor's Note:* With manufacturers of household electric refrigerators now thinking about design changes and improvements in their 1941 lines, the News believes this expression of dealer opinion on refrigerator design—taken from a survey made early in the year—is interesting and timely. While some of the ideas may seem a bit outlandish, others appear to express needs that have come right out of the dealers' experience with prospects and users. This survey was made in Galveston and Houston, Texas.

Manufacturers have made exhaustive surveys of their own dealers and of the buying public to determine what they think a refrigerator should have in the way of design, serviceability, and features.

Most of these surveys follow a pretty rigid pattern, however, and being filled with "leading" questions which concern certain predetermined points about refrigerator construction.

But a survey that got a spontaneous reaction from dealers was one at a meeting of the Houston Power & Lighting Co. held earlier this season in which the dealers in the territory of Houston and Galveston were simply asked:

### 'IF YOU WERE THE ENGINEER'

"What suggestions as to refrigerator design would you make if you were a manufacturer's chief engineer?"

The question phrased in this manner aimed to draw from the dealer's their "pet ideas" or "pet peeves" on refrigerator design and procedure, and while many expressed themselves as completely satisfied with present design practices, and others merely indicated that they would like to see more "streamlining" (repeated often throughout the answers), a number of the answers brought forth some personal ideas on the subject.

Earl D. Viser of Kauffman Meyers & Co., for example, would like to see the design go to "modified modern, trimmed in harmonizing colors such as white and red or white and black to go with today's color schemes."

### BIN IN EACH LEVEL

"A bin in each level for different articles and a store drawer in the bottom of every refrigerator," asks J. A. Schuman of Lack's Auto Supply Co.

"I would add more insulation and try to make a box that needed absolutely no defrosting," says Nicholas A. Tay of Lack's Auto Supply Co.

"Build a refrigerator that can fit snug against the wall, so that it will not collect dust," urges Frank E. Whitaker of the Paul Wright Electric Co.

### WANT WATER ON TAP

One group of replies expressed the need for a "tap" source of cooled drinking water. E. F. Abercrombie of the Western Auto Supply Co. would "add a copper pipe attached to the water supply going into the refrigerator, wrapping around the freezing unit, and coming out at a convenient place."

Frank Skinner of the Barber Plumbing Co. thinks the trick might be turned by having a "built-in water cooler with glass reservoir on top, and the coil inside." Joe Cox of the Southland Hardware Co. would merely put a water container in the refrigerator cabinet with provision for drawing the water from the outside. H. S. Watkins of the Cooper Refrigerator Co. has the same idea.

### ABOUT THE DIMENSIONS

Another group concerned themselves with the general dimensions and appearance of the box.

"Make them not so deep, but broader," requests Gordon Wood of the Hunter Fan Co. "Make 'em larger," said W. M. Beard, Jr. of Finger Radio & Furniture Co.

"Make them higher so that the homemaker does not have to stoop,"

is the pungent suggestion of Garnet McLeod of Lansdowne & Moody.

"Increase the shelf flexibility of adjustment and forget the gadgets," would be the order of P. B. Truslow, Edmundson Refrigeration Co.

Here is a woman's viewpoint to which some heed might be given. Says Mrs. R. B. Lowry of the R. B. Lowry Co.:

"Provide a larger freezing compartment which can hold large flat vessels, and also provide shelves that revolve or pull out, and which are high enough so that one doesn't have to bend too many times per day."

Carrying the design suggestions to the humorous, perhaps, W. W. Short of the W. W. Short Co. wrote:

"Make 'em wide, lower, and upholster the top, with louvers to insure a cool bed in summer—the maid's comfort must sooner or later be considered."

Two who cast votes for rollers on the legs so that the refrigerators might be moved easily were Milton Marks and M. A. Stern of Montgomery Ward & Co.

### DEFROST TUBING DRAIN

H. H. Dimmick of Lansdowne & Moody thinks that the refrigerator ought to have a defrost tubing drain.

While not perhaps strictly within the category of design changes or improvements, there were suggestions for cutting down the number of models in present-day lines, and protests against "too many duplicate sizes." Long guarantees also came in for some shelling, the specific recommendations being for a reduction to a 90-day guarantee.

W. H. Fenaglio of Haverly Furniture Co. and Leland L. Gregory of Peden Co. would go to a plainer design, "with less buttons and gadgets, easier access to shelves, and more space."

### 'LIKE FURNITURE'

"Make it look more like a furniture fixture and not a radio," recommends J. G. Bradburn of the Lee Rae Radio & Record store.

Abe Schuman of the Lone Star Furniture Co. would try to develop "an automatic defroster that would defrost itself when the refrigerator gets to a certain freezing point. This would benefit people who neglect defrosting their refrigerators as often as they should."

### THREE SUGGESTIONS FROM ONE

Three suggestions popped to the mind of Robert Jenkins of Foley Brothers. They were "Eliminate enamel odors. Improve on effectiveness of door latches. Trim in different colors."

"A low-priced all-porcelain model" would be the aim of Martin E. Davis of Foley Brothers. "Revolving interior and air conditioned refrigeration to eliminate frost," are ideas advanced by Franklin B. Lyons of the same company.

J. S. Channing of Houston Lighting & Power Co. thinks all 8-cu. ft. and larger models should have double doors.

### MIRROR IN THE DOOR

"A mirror in the front door" (he must have been watching the ladies), suggests George Turney of Crum-packer's.

"I would design the refrigerator to make them a part of the home, like a central heating plant, rather than a piece of furniture," says O. H. Tomlinson of Peaselee Gaulbert.

C. E. Tatum of Sicknessen-Shaw would design to please the "housewives who are demanding streamlines with simplicity for cleaning."

"Make it similar to an electric range," would be the idea of Fred T. Ealand of the George E. Anderson Co., and he draws a sketch to show a very flat table-top model with twin doors at the front.

Fred J. Cunningham of Sears-Roebuck puts in a final word for the status quo in design.

"Let the engineers solve this," he says. "They are busy getting the woman's viewpoint (?)."

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### EQUIPMENT WANTED

WE WILL Purchase Manufacturers' Jobbers' surplus equipment. We are interested in purchasing an unlimited quantity of commercial condensing units from 1/4 hp. to 3 hp. inclusive, air and water-cooled for methyl, "Freon," sulphur. Also interested in valves, controls of all types, strainers, compressors, motors all hp. ac, dc and all accessories. Please send us full particulars on above. R & R REFRIGERATION JOBBERS, 508 Morris Ave., Bronx, N. Y.

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BRAND NEW Westinghouse one ton low-sides complete with fans, coils, expansion valves, manual controls, heat exchanger, and cabinet \$32.50 each. Brand new General Electric 1/2 H.P. and 1 H.P. high-sides also available. Write for details. ASSOCIATED REFRIGERATOR PLANT, INC., 3028 W. Hunting Park Ave., Philadelphia, Pa.

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AIR CONDITIONERS, General Electric and Fairbanks Morse. All brand new in original crates, beautiful walnut cabinets, size about 42 inches long, 41 inches high, and 19 inches deep. All A.C. 90 Fairbanks Morse 3/4 ton air cooled, cost about \$400. Our price \$150. 74 General Electric 1 ton water cooled, cost about \$500. Our price \$175. Also 1 ton General Electric highside \$125. G & G GENUINE MAJESTIC REFRIGERATOR AND RADIO PARTS SERVICE, 2429 Wabash, Chicago.

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FREE HERMETIC CATALOG complete with prices on refrigerator units, rebuilding and exchange service. General Electric, Westinghouse, Majestic, Frigidaire and a complete stock of Grunow compressors and parts. Immediate shipment. For your copy specify catalog A. SERVICE PARTS COMPANY, 1101-3 North 24th Avenue, Melrose Park, Illinois.

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HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

## Rema Committees For Year Named

(Concluded from Page 1, Column 4) developments, traffic regulations, and similar subjects.

The association headquarters has also just released a list of the committees which are to function during the current year. These are as follows:

Executive Committee: E. A. Vallee, Automatic Products Co.; R. H. Luscombe, Penn Electric Switch; W. C. Allen, Modern Equipment Corp.; J. S. Forbes, Superior Valve & Fittings Co.

Program Committee: J. D. Colyer, Wolverine Tube Co.; E. J. Tweed, Dole Refrigerating Co.; H. T. Hulett, General Electric Co.

Nominating Committee: H. V. Higley, Ansul Chemical Co.; I. J. Knudson, Detroit Lubricator Co.; E. W. McGovern, E. I. du Pont de Nemours & Co., Inc.

Resolutions Committee: Edw. Gammie, Victor Mfg. & Gasket Co.; G. E. Graff, Ranco, Inc.; M. R. Oberholzer, L. H. Gilmer Co.; C. V. Gary, Henry Valve Co.; C. M. Brown, Tecumseh Products Co.

Exhibition Committee: M. W. Knight, Peerless of America, Inc.; D. H. Daskal, Perfection Refrigeration Parts Co.; C. H. Benson, Imperial Brass Mfg. Co.; R. H. Luscombe, Penn Electric Switch; K. B. Thorndike, Detroit Lubricator Co.

R.S.E.S. Relations Committee: John Wyllie, Jr., Temprite Products Co.; K. M. Newcum, Superior Valve & Fittings Co.; H. W. McPherson, The Electromatic Corp.

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## Chicago Cooling Sales Establish June Record

(Concluded from Page 1, Column 2) June, 1939, a gain of 29%.

Half-year compilations show that the first six months of 1940 established a new all-time mark in sales of electric room coolers, and ranked second only to the corresponding period of 1937 in number and capacity of central-plant systems purchased. A total of 270 central-plant installations, with a combined capacity of 6,562 hp., were contracted for up to June 30 of this year, compared with 225 systems, aggregating 3,410 hp., in the same period last year.

Room cooler sales aggregated 523 units, as against 410 in the first six months of 1939.

Central-plant air conditioning systems contracted for in June of this year were divided as follows:

Restaurants	24
General offices	16
Drug stores	6
Funeral parlors	5
Clothing stores	4
Miscellaneous stores	4
Amusement parlors	3
Theaters	3
Factories	2
Beauty parlors	2
Hotels	2
Studios	2
Barber shop	1
Physician's office	1
Hospital	1
Food store	1
Candy store	1
Shoe store	1
Total	79

## Grocer Now Sells Both Food And a Place To Store It

FAYETTEVILLE, N. C.—Archie Holmes, Jr., proprietor of a local grocery business, not only sells his customers food but also sells them a place to keep it, now that he has added the Leonard line of electric refrigerators to his stock in trade.

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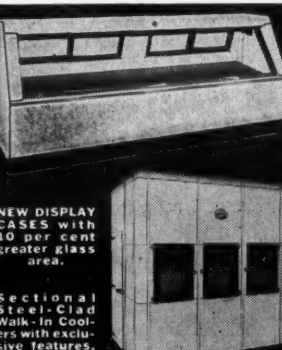


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**SERVEL MODEL J**  
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**MANUAL NO. C-2**—Installation and service methods. Detailed information on commercial condensing units and their component parts. Water regulating valves, both electric and pressure-actuated types. Flooded evaporators and low side float valves. Two-temperature flooded systems. 112 pages. Price \$1.00.

**MANUAL NO. C-3**—Installation and service methods continued. Chapters on expansion evaporators, including blower units and all modern types. Thermostatic expansion valves. Pressure and temperature controls. Refrigerant control valves. Electric motors, starters, overload relays. 144 pages. Price \$1.00.

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Address .....



## EARNINGS

### Stewart-Warner Corp.

(Concluded from Page 1, Column 5)  
outstanding (par \$5.00), includes a dividend of 25 cents, totaling \$310,765, paid June 30.

Ratio of current assets to current liabilities as of June 30 stood at 4.79 to 1.

Profit of \$939,446 before provision for federal and Canadian income taxes showed an increase of \$669,264 over the first six months of 1939; tax provision of \$262,201 increased the corresponding 1939 provision by \$192,280.

Cash as of June 30 totaled \$2,124,872, an increase of \$945,137 over cash on hand at the end of June 30, 1939.

Inventories for the present period reported were reduced by \$323,293, totaling \$4,569,914, against \$4,893,207 a year ago.

Indebtedness to banks as of June 30, 1940, was nil, liquidating \$400,000 outstanding at the end of June, 1939.

"The present state of world affairs makes it unwise to prophesy," James S. Knowlson, president and chairman, said in a letter to stockholders. "The personnel of the company and its manufacturing facilities have been offered to the country," he said.

Concerning regular products of Stewart-Warner, Mr. Knowlson said, "It seems safe to believe that as factories begin to be filled up with work, and government expenditures begin to be translated into dollars, there will be a gradual rise in the general price level."

### Carrier Corp.

(Concluded from Page 1, Column 5)  
\$4,504,023 as of June 30. A year earlier they amounted to \$3,275,701.

Orders booked during the first half of 1940 were slightly smaller in amount than those of the same period last year. During recent weeks the trend of new orders has been upward, and second quarter bookings were 3.6% larger in 1940 than in 1939.

## Westinghouse Contest Winners Announced

(Concluded from Page 1, Column 4)  
winners out of the 6,000 retail salesmen throughout the United States who competed in the contest, which ran from Feb. 1 to June 30. To reach the finals, both men had won local and district contests.

Entries were judged on the basis of recorded sales presentations on ranges and refrigerators. Each of the 6,000 entrants recorded his sales talk by means of portable recording machines operated by Westinghouse sales application supervisors in the various districts. After hearing his record played back, each entrant made a second recording a few weeks later, and the second presentation was entered in the contest.

Outstanding retail salesmen acted as judges in all the contests—local, district, and national.

Mr. Eshelman of the Eshelman Music Co., St. Joseph, Mo., based his presentation on the refrigerator. He won the local contest conducted by Columbian Electric Co., Kansas City, Mo. distributor, and topped the midwestern district division.

Mr. McGhee of Ohio Public Service Co., Massillon, based his presentation on the range, winning the local contest conducted by Mook Electric Supply Co., Canton, Ohio distributor, and the central district divisional contest.

## June Household Sales Hit All-Time Peak

(Concluded from Page 1, Column 5)  
For the first six months of the year, world shipments by Nema members totaled 1,828,047, an increase of 117,898 over the 1,710,149 units shipped in the corresponding period of 1937, previous high year.

Six-foot models continued to make up the bulk of June shipments, according to the Nema report, with 254,421 units with lacquer exteriors and 17,316 all-porcelain units being included in the month's total. Eight-foot models maintained their second position, with shipments of 15,173 lacquer and 1,401 all-porcelain units.

## New Records In Range & Water Heater Sales Set In Chattanooga

CHATTANOOGA, Tenn. — New sales peaks for both electric ranges and water heaters were established by Chattanooga appliance dealers during June, when volume for all appliances totaled \$426,749, an increase of \$148,594 over the May record.

Although refrigerators led in sales, with 795 units, the month's record-breakers were ranges, with 421 units, and water heaters, with 225 units. Other domestic sales included 602 radios, 324 washers, and 13 ironers.

Heavy sales of the "big three" appliances during June followed a deep sea fishing contest conducted on these products during the month, with a week's outing the prize for the 15 top appliance salesmen.

Commercial appliance sales helped greatly in building the June appliance volume, 940 ranges and 942 water heaters being reported in this classification. These were supplied to the two federal housing projects in Chattanooga. Other commercial installations during the month included the new W. T. Grant Co. store, and seven air conditioning unit sales averaging \$1,510 each.

### Back In the Game

RALEIGH, N. C.—Raleigh Furniture Co. has re-entered the major appliance game with a full line of Hotpoint appliances.

## Nema June Sales Total 332,136 Units

The following 14 companies reported sales to the Refrigeration Division of the National Electrical Manufacturers Association (Nema) on household electric refrigerators for June, 1940:

Apex Electrical Mfg. Co., Crosley Corp., Edison General Electric Appliance Co., Inc., Frigidaire Div. General Motors Corp., Gale Products Div. Outboard Marine & Mfg. Co., General Electric Co., Gibson Electric Refrigerator Co., Kelvinator Div.

Nash-Kelvinator Corp., Leonard Div. Nash-Kelvinator Corp., Norge Div. Borg-Warner Corp., Stewart-Warner Corp., Sunbeam Electric Mfg. Co., Universal Cooler Corp., and Westinghouse Electric & Mfg. Co.

The sales of the reporting companies include units manufactured for the following concerns: Montgomery Ward & Co., Potter Refrigeration Corp., and Sears, Roebuck & Co.

### SALES FOR JUNE, 1940

	Domestic	Canadian	Other Foreign	Total World
<b>Lacquer (Ext.) Cabinets Complete</b>				
1. Less than 4 cu. ft.....	1,954	92	612	2,658
2. 4 to 4.99 cu. ft.....	11,925	1,476	2,105	15,506
3. 5 to 5.99 cu. ft.....	8,904	1,394	1,046	11,344
4. 6 to 6.99 cu. ft.....	247,519	4,874	2,028	254,421
5. 7 to 7.99 cu. ft.....	1,270	2	19	1,291
6. 8 to 8.99 cu. ft.....	14,668	179	326	15,173
7. 9 to 12.99 cu. ft.....	517	...	...	517
8. 13 cu. ft. and up.....	19	...	1	20
9. Total Lacquer .....	286,776	8,017	6,137	300,930
<b>Porcelain (Ext.) Cabinets Complete</b>				
10. Less than 5 cu. ft.....	...	...	...	...
11. 5 to 5.99 cu. ft.....	362	32	116	510
12. 6 to 6.99 cu. ft.....	17,134	53	129	17,316
13. 7 to 7.99 cu. ft.....	...	...	...	...
14. 8 to 8.99 cu. ft.....	1,139	3	259	1,401
15. 9 to 12.99 cu. ft.....	144	2	8	154
16. 13 cu. ft. and up.....	325	2	9	336
17. Total Porcelain .....	19,104	92	521	19,717
18. Total—Lines 9 and 17.....	305,880	8,109	6,658	320,647
19. Separate Systems, 1/4 hp. or less...	63	...	1,426	1,489
20. Separate Household Evaporators...	...	...	...	...
21. Total—Lines 18, 19, and 20.....	305,943	8,109	8,084	322,136
22. Condensing Units, 1/4 hp. or less...	...	...	...	...
23. Cabinets—No Systems .....	...	...	4	4
Value Index* .....	154.0	240.0	66.8	151.0

\*Based on weighted sales for 1934, 1935, and 1936.

dependable  valves control refrigeration.

# These Things You've Learned to Trust..



● Here you are ready to board a train, positive in your mind that it will take you where you want to go. You Depend on it. And that's a wonderful thing, isn't it?

Just so with Expansion Valves. The ones you Depend on are the ones you want. For they keep on doing their job for you day after day after day.

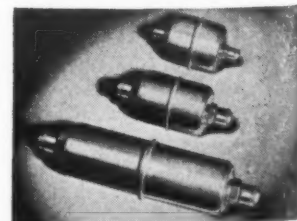
And AP is that kind of a valve. It's Dependable. It's the kind you are probably using—but if not, then join the legion of satisfied users the country over, and be secure in your trust that THAT part of your service installation is performing Dependably.

AP offers DEPENDABILITY in a full line of Thermostatic Expansion Valves, Solenoid Valves, Suction Pressure Valves, Temperature Control Sets, and the new "TRAP-IT" System-Protectors.

Progressive Service Men Use and Recommend—and Aggressive Jobbers Stock and Talk — AP Products.

### NEW A-P TRAP-IT

Stops impurities such as scale, gummy deposits, solder particles, and MOISTURE. Improves action of any Expansion and Solenoid Valve. Attach one to every Valve.



## AUTOMATIC PRODUCTS COMPANY

2450 NORTH THIRTY — SECOND STREET  
MILWAUKEE WISCONSIN

Export Department 166 Varick Street, New York City

## Sam's Selling Slants

V. E. ("Sam") Vining, merchandising manager for Proctor Electric Co., is the industry's most colorful salesman. This is the ninth of a series of Sam's famous "Selling Slants" messages to salesmen. An earlier series was published in the News in 1937, and later was published as a pocket-sized book.



### FRIENDS

Here is a very practical sales experiment.

Get the help of your wife, and the two of you put down on a sheet of paper the names of 50 men whom you know, friends, neighbors, associates, outside of your own business connections.

Now write after each name an exact classification of the business in which each acquaintance is engaged.

Here is one man in the insurance business—but exactly what kind of insurance does he sell—fire, life, liability, automobile, or just what?

Here is a man in the brokerage business—but what kind of brokerage?

And so on through the list.

Now take a look at it. You will be surprised at your lack of information about the very people with whom you associate daily.

Now scratch your head and wonder just how many of these men know EXACTLY what you do for a living. An analysis of the list will startle you.

Here are 50 men whom you have been pretending to know—who could, and should, not only give you all of their business but should, and would gladly be classed as unofficial sub agents—if they but knew EXACTLY what your business might be.

The next step in the experiment is obvious. Call on the whole list. Tell 'em about your business and ask about theirs. I'll bet you both get some business.

No man is big enough to make his own living.